Adobe® Marketing Cloud

Analytics Help and Reference

Contents

Analytics Help Home.....15

Admin Tools.....17

Administration API.....17

ASI Slots.....17

Segment Definitions.....18

Segment Builder Elements.....20

Billing.....22

Bot Rules.....24

Create a custom bot rule.....25

Upload bot rules.....25

Classifications.....26

About Classifications.....27

Conversion Classifications.....31

Traffic Classifications.....32

Classification Hierarchies.....33

Classifications Importer (Upload).....34

Classification Rule Builder.....47

Numeric 2 Classifications.....66

Troubleshooting Classifications.....73

Co-Branding.....73

Code Manager.....73

Legacy Code Manager.....73

Company Settings.....76

Conversion.....76

Conversion Variables (eVar).....76

Edit conversion variables.....79

Cross Product Login.....79

Currency Codes.....79

Custom Report Descriptions....85
Customize Calendar....86
Set up the custom calendar....86
Data Sources....87
Default Metrics....87
Specify default metrics....87
Exclude By IP Address....87
Finding Methods....89
General Account Settings....89
Group Management....91
Hide Report Suites....91
Internal URL Filters....92
Add internal URL filters....92
Key Visitors....92
Add a key visitor....93
Logs....93
Manage P3P Policy....94
Marketing Channels....94
Menu Customizing....95
Customize the reports menu....95
Locate a customized report....95
Mobile Management....96
Name Pages....96
Paid Search Detection....97
Configure paid search detection....97
Pending Actions....97
Publishing Lists....98
Add a publishing list....98
Filter the publishing lists table....98
Publishing Widget....99
Add a publishing Widget....100
Publishing Widget Code on a Web Page....100

Preferences Manager....101
Privacy Settings....101
Processing Rules....101
How Processing Rules Work....103
Dimensions Available to Processing Rules....105
Processing Order....108
Examples of Processing Rules....110
Processing Rules Tips & Tricks....116
Managing Processing Rules....119
Real-Time Reports Configuration....121
Report Builder Reports....123
Report Suite Manager....123
Individual Report Suite Settings....124
New Report Suite....125
Report Suite Groups....127
Report Suite Templates....127
Rollup and Global Report Suites....136
Save a report suite search....138
Scheduled Reports Queue....138
Security Manager....140
Single Sign-On....141
Simplified Reports Menu....141
Social Management....143
Success Events....143
Configure success events....144
About Changing the Event Type....145
Survey Settings....145
Timestamps Optional....146
Traffic Variable....146
Enable traffic variable reports....147
Traffic....147
Traffic Management....147
Schedule a traffic spike....147

Specify permanent traffic increase....148
Required Lead Time for Traffic Increases....148
Unique Visitor Variable....149
Specify the Unique Visitor variable....149
Use Case - Extracting Visitor IDs....149
User Management....150
Report Suites....151
Users....151
Groups....154
Email users....158
Video Management....159
Web Services....159

Data Collection....160
Data Collection in Analytics....160
Current Data....164
Data Availability Troubleshooting....166
Reporting High Numbers of Unique Values (Low-Traffic)....167
Data Availability, Security, and Recovery Whitepapers....168
Privacy Overview....169
Variables - How They Are Used in Reporting....171

Data Warehouse....179
Data Warehouse Release Notes....180
Add data warehouse user group....192
Create a data warehouse request....192
Tableau data file....192
Sort by Metric....193
Manage data warehouse requests....194
Data Warehouse Best Practices....194

Developer....196

Metric Descriptions.....199
Metrics Quick Reference.....199
Metric Calculations.....202
Average Page Depth 203
Average Time Spent.....204
Bounces.....204
Bounce Rate.....204
Calculated Metrics.....204
Campaign-Specific Metrics.....205
Cart Additions.....205
Cart Open.....205
Cart Removals.....205
Cart Views.....205
Checkouts.....206
Click-throughs.....206
Custom Metrics.....206
Daily Unique Visitors.....207
Entries.....207
Exits.....207
Instances.....207
Lifetime.....208
Mobile Views.....208
Monthly Unique Visitors.....208
New Engagements.....208
Occurrences.....209
Orders.....209
Page Depth.....209
Page Events.....209
Page View.....210
Participation.....210
Add Participation Metrics.....211

Path Views....211
Product Views....211
Quarterly Unique Visitors....212
Reloads....212
Revenue....212
Searches....212
Single Access....213
Time Spent....213
Time Spent - Page Calculation Example....215
Time Spent - Site Sections Calculation Example....216
Time Spent - eVar Calculation Example....218
Total....219
Unique Visitors....219
Units....220
Visit....220
Visits and Launches....221
Visitors....228
Visitor Participation - Ad Hoc Analysis....228
Weekly Unique Visitors....229
Yearly Unique Visitors....229

Report Descriptions....231
Reporting Best Practices and Troubleshooting....231
Anomaly Detection....232
Version 14 Report Descriptions....233
Report Categories....252
Ranked Reports....252
Trended Reports....252
Totals Report....252
Flow Reports....252
Bookend Pattern Report....253
Bookmark URL Length Report....253

Bots Report....253
Breakdown Reports....253
Break Down a marketing report....254
Add a Correlation Filter....254
Browser Height Report....255
Browser Types Report....255
Browser URL Length Report....255
Browser Width....255
Browsers Report....256
Campaigns Report....257
Campaign Conversion Funnel....257
Categories Report....258
Color Depth Report....258
Complete Path....258
Connection Types Report....258
Content Types Report....258
Conversion Reports....258
Conversion Funnel Reports....259
Conversions and Averages Report....260
Cross-Sell Report....260
Custom Events Report....260
Custom Insight Report....260
Custom Links Report....260
Customer Attributes Report....261
Customer Loyalty Report....263
Custom Report....264
Custom Traffic Report....264
Daily Return Visits Report....265
Days Before First Purchase Report....265
Days Before Last Purchase Report....265
Daily Return Visits Report....265
Designated Market Area Report....265

Device Number Transit Report....265
Device Types Report....266
Devices Report....266
DRM Report....266
Entries and Exits Reports....266
Exit Links Report....267
Fallout Report....268
File Downloads Report....268
Finding Methods Report....269
Flow Reports....269
Full Paths Report....269
GeoSegmentation Reports....269
Map View....271
GeoSegmentation Regions and Postal Code usage by Country....271
Hierarchy Report....279
Image Support Report....279
Information Services Report....279
JavaScript Report....280
Java Version Report....280
Key Metrics Report....280
Key Visitor Report....281
Languages Report....281
Last 100 Visitors Report....281
Links Report....282
Longest Path Report....282
Mail URL Length Report....282
Manufacturer Report....282
Marketing Channel Overview Report....282
Marketing Channel Detail - First and Last Touch....283
Mobile Reports....284
Mobile Carrier Report....287
Monitor Color Depth Report....287

Most Popular Pages Report....288
Most Popular Servers Report....288
Most Popular Site Sections Report....288
Net Protocols Report....288
Next Page Report....288
Next Page Flow Report....288
Next Section Flow Report....289
Next Server Flow Report....289
Operating Systems Report....289
Operating System Types Report....290
Orders Report....291
Original Referring Domains Report....291
Over Time Report....291
Social Owned Property Reports....291
Page Depth Report....295
Page Summary Report....295
Page Value Report....295
Page Viewed by Key Visitors Report....296
Page Views Report....296
Pages Report....297
Pages Not Found Report....298
Paid Search Engines Report....298
Paid Search Keywords Report....298
Path Length Report....298
Pathing Reports....299
Paths Reports....301
Previous Page Report....302
Previous Page Flow Report....303
Previous Section Flow Report....303
Previous Server Flow Report....303
Products Report....303

Products Conversion Funnel Report....304
PTT Report....304
Purchases Report....304
Real-Time Reports....305
Supported Real-Time Metrics and Dimensions....305
Referrer Type Report....306
Referrers Report....307
Referring Domains Report....308
Return Frequency Report....309
Return Visits Report....310
Revenue Report....310
Screen Height Report....311
Screen Size Report....312
Screen Width Report....312
Search Engines Report....312
Search Keywords Report....312
Servers Report....313
Shopping Cart Report....313
Single Page Visit Report....314
Site Analysis Report....314
Site Content Reports....316
Site Metrics Report....316
Site Overview Report....316
Site Sections Report....317
Site Sections Depth Report....318
Site Sections Summary Report....319
Survey Report....319
Target Report....319
Target Activities Report....319
Target Experiences Report....319
Target Lift and Confidence Report Type....320
Technology Reports....321

Time Prior to Event Report....322
Time Spent on Page Report....322
Time Spent on Site Section Report....323
Time Spent per Visit Report....323
Time Zones Report....324
Top Level Domains Report....325
Totals Report....325
Tracking Codes Report....325
Traffic Reports....326
Traffic Sources Report....327
Unique Customers Report....329
Unique Visitors Report - Analytics....329
Units Report....334
U.S. State....334
Video Reports....334
Video Support Reports....334
Virtual Focus Group Report....334
Visitor Detail Report....335
Visit Number Report....335
Visitor Profile Report....335
Visitor Retention....335
Visitor Zip and Postal Codes Report....337
Visitors Report....337
Visits Report....338

Terms Used in Analytics....340

Acquisition....340
Activity....340
Allocation....340
Anomaly....340
Calculated Metrics....340
Campaign....341

Channel....341
Classification....342
Clickstream Data Feeds....342
Conversion Variable (eVar)....342
Count Repeat Instances....343
Correlation....343
CPM....343
CPMM....343
Creative Element....343
Custom Traffic Variable (s.prop)....343
Current Data....344
Data Connectors....344
Data Sources....344
Decision Tree....344
Deduplication....344
Dimensions....345
Event Serialization....347
Exit Link....347
Expiration Trigger....347
Gantt View....347
Gauge Reportlet....347
Granularity....347
Hierarchy....347
Hit....348
Image Request....348
Internal Search Term....348
KPI - Key Performance Indicator....348
Lifetime Value....348
List Prop....348
Login Company....349
Marketing Cloud....349

Master Marketing Profile....349
Metric....349
Multi-Suite Tagging....350
Normalization....350
Original Referring Domain....351
Pathing....351
Persistence....352
Ranked Report....352
Real Time....352
Report....352
Report Suite....353
Segment Container....353
Segmentation....353
Server Call....354
Subrelation....354
Success Event....355
Transaction Unique Customer URL....355
Trended Report....355
Unique Visitors....355
Visit Depth....356
VISTA Rules....356

Documentation Updates....358

System Requirements....360

Contact and Legal Information....361

Analytics Help Home

This help is intended for users and administrators of Reports & Analytics. You can browse for help on reports, metrics, data collection, and admin tools.

Have a question? Visit the *Adobe Analytics Community*.

Videos

- *Enterprise TV*
- YouTube: *Adobe Analytics Videos*

New & Popular Topics

- *Analytics Frequently Asked Questions (FAQs)*

  Most popular troubleshooting tips.

- *What's New in Analytics - Fall 2015*

  Feature overviews for Fall 2015.

- *Unified Calculated Metrics*

  Create and manage Global Calculated Metrics.

- *Customer Attributes Report*

  Run reports on CRM data uploaded to the Marketing Cloud.

- *Analytics Segmentation*

  Segments are now created, managed, and used across Analytics interfaces and across report suites.

- *Scheduled Reports Queue*

  Better queue management and advanced filtering capabilities for scheduled reports. Admin-level users can now view, manage, and filter on all reports in their organization.

- *Reporting Best Practices and Troubleshooting*

  Learn about common reasons why reports fail and what you can do to avoid timeouts and failures.

- *Processing rule* limits were increased from 50 to 100 per report suite, and a new "Else" operator was added to let you take action when a condition is not met.
- Classifications are now supported by *real-time reports* and *anomaly detection*.

See *Documentation Updates* to learn about recent additions to Analytics help.

Admin, Data Collection, Cross-Solution Help

- *Marketing Cloud ID Service*

  Formerly known as *visitor ID service*.

Reports and Interface Help

- *Analysis Workspace*

  Previously in public beta, Analysis Workspace is now a full-fledged capability within Adobe Analytics.

- *Reports & Analytics User Help*

  Help on the marketing reports interface.

- *Ad Hoc Analysis Help*

  Help on advanced segmentation and multidimensional site analysis. (formerly Discover)

- *Data Workbench*

  Help on multi-channel capabilities in Adobe Analytics Premium.

- *Report Builder 5.0*

  Includes new segment management, pathing reports, access to dashboards and bookmarks from Reports & Analytics, and more.

- *Marketing Channels Help*

  Help on configuring marketing channel reports, which display how much revenue your marketing channels generate.

- *Data Connectors*

  Help on importing tracking data from third-party applications into Adobe Analytics.

- *Visitor Click Map*

  Help on the visitor click map plug-in for Internet Explorer and Firefox.

- *Report Descriptions*

  Help on what you see when running reports in Analytics.

- *Metric Descriptions*

  Help on metrics

- *version 14*

- *Marketing Cloud Core Services*

  Help on audiences, customer attributes, and enabling solutions for core services.

- *Admin Tools*

  Help for administrators of Reports & Analytics.

- *Classifications*

  Help on creating and importing classification data.

- *Common SAINT Upload Issues*

  Common issues users find when attempting to upload classification files.

- *Developer*

  AppMeasurement and Mobile application development.

- *Implementation*

  Help for implementation of marketing reports & analytics.

- *Variables - How They Are Used in Reporting*

  High-level help on variables used in reporting.

- *Clickstream Data Feeds*

  Help on data feeds, which provide the stream of raw, partially-processed server calls in a delimited data set.

- *Data Sources*

  Help on importing data into Analytics.

- *Data Warehouse*

  Help on using unprocessed data for storage and custom reports.

- *Single Sign-On*

  Help on single sign-on for marketing reports & analytics.

- *Dynamic Tag Management*

  Dynamic tag management is an evolution of tag management, designed around mapping user interactions to marketing technologies. Visit the dynamic tag management help to get started.

- *Regional Data Collection* (RDC)

  (Legacy) documentation for version 14.

Marketing Cloud Community Resources

- *Adobe Analytics Community*
- *Marketing Cloud Release Notes*
- *Product Documentation Home*
- *Developer*
- *Idea Exchange*
- *Adobe Training and Tutorials*
- *Featured Solutions Center*

Admin Tools

A help system for administrators using Admin Tools.

Analytics > **Admin**

Important: *Do not to open multiple Admin Console tabs in the same browser. This can lead to you inadvertently saving settings to the wrong report suite. If you need to, for example, compare rule sets and copy them to a new report suite, we suggest that you open a new browser or take a screen shot to compare rule sets.*

The Admin Tools let you configure the following Analytics features:

Administration API

Adobe's Administration API lets you change report suite and user settings without the need to use Admin Tools. This feature is useful if you have a custom reporting interface, letting you make changes to the report suite without having to log in to the interface. There are no limitations to using this API, as compared to Admin Tools. Meaning, if a certain action can be done within Admin Tools, that same action can be done using the Administration API.

For additional information, see *Developer Connection*.

Customer Care does not provide support for the Administration API. If you require assistance regarding this, refer to the *developer connection forums*.

ASI Slots

Advanced Segment Insight (ASI) is a legacy version 14 feature that is replaced by native segmentation in analytics reports.

Note: *The ASI interface is not available in marketing reports & analytics.*

ASI slots no longer process after you upgrade to Analytics version 15 or above. However, most use cases should be resolved through segmentation. Here are a few distinctions to be aware of:

Interface

For more information on the Analytics marketing reports segment interface, see the *Analytics Segmentation Guide*.

Data Availability

ASI processes from a specified date forward. Creating a segment for historical data is possible but time consuming.

Marketing report segments apply to all data on the new platform, as of your upgrade date. After you create a segment, you can immediately apply it to a report.

Processing vs. Filtering

ASI reprocesses data. This can cause some data discrepancies due to eVar persistence and similar factors. As such, VISTA rules running on the ASI report suite can change the data, rather than just filter out some traffic.

Marketing report segments act as filters at the Visit, Visitor, or Hit level. Rather than re-processing data, the filters remove data that falls outside of the criteria. As such, VISTA rules cannot change the data in a report segment. (If you need to re-process data after upgrading, contact Engineering Services.)

Permissions

With ASI, users can be restricted to see just one or more ASI report suites, if needed.

Segment permissions in marketing reports differ between *Admin-level and non-Admin users*.

Segment Definitions

The Segment Definition Builder allows you to define visitor segment filters based on visitor behavior.

You can use the Segment Definition Builder to create new segment filters or to edit an existing filter. When submitting a data warehouse request, you can apply a segment filter to the result set to analyze your website traffic. Segments created in data warehouse are also available in the ASI feature.

For example, the segment of visitors that purchased $300 during a sales promotion held during the past eight days is a segment filter.

Build segment definitions - ASI slots

Steps that describe how to build segment definitions in Admin > ASI Slots.

Note: *Advanced Segment Insight (ASI) is a legacy version 14 feature that is replaced by the native segmentation in Version 15. ASI slots are no longer process after you upgrade to Version 15.*

1. Log in to the Suite.
2. In the Suite header, click **Admin** > **ASI Slots**.
3. On the **ASI Slots** page, perform one of the following tasks, depending on your needs:

   This is the first ASI Slot: The ASI Slots Manager opens directly to the Create Segment page where you can create the ASI slot.

   There is one or more existing ASI slot: Click **Set Up** next to the unconfigured ASI slot that you want to use.

   To reconfigure an existing ASI slot: Click **Add Data** next to the ASI Slot that you want to modify.
4. In the **Step 2: Choose a Segment Definition** section, open the **Segment Definition Builder** by clicking **New**.

   Or

   Select an existing segment definition, then click **Edit**.
5. (Conditional) If you are creating a new segment definition, specify a segment name in the **Title** field.
6. Click the **Components** or **Library** tab, as desired.

   For more information about the Library, see *Add components to the segment definition library*.
7. Drag an item from either the **Components** or the **Library** tab to the **Drag and Drop Here** field in the **Include** tab.

   You can also click the **Exclude** tab and drag an item from either the **Components** or the **Library** tab to the **Drag and Drop Here** field.
8. Click the **Define Rule** icon for each element you added to the canvas (you can also click the underlined element link).
9. Type a name for the canvas element in the **Name** field.
10. Select an item from the **This Visit Must Match** drop-down list.

    You can choose to have the element match either all or at least one of the rules you set.

11. Select an item from the Item drop-down list.
12. Select an operator value from the middle drop-down list:

Operator	Description
equals	The selected item must exactly equal the value you enter.
is greater than	The value of selected item must be greater than the value you enter.
is less than	The value of the selected item must be less than value you enter.
is greater than or equal to	The selected item must equal or be greater than the value you enter.
is less than or equal to	The selected item must equal or be less than the value you enter.
contains	The item must contain the value you enter.
contains all of	The selected item must contain all of the values you enter.
contains at least one of	The selected item must contain all of the values you enter.

13. Enter a value for the filter parameter in the **Value** field.

    Or

    Click **Select Item** to select from a list of values.
14. Click **Add** to add the filter to the Filter list.
15. (Optional)Repeat Steps 11 through 14 for each filter parameter you want to specify.
16. Click **OK** > **Save** to save the new segment and to close the Segment Definition Builder.

For example, to create a segment identifying visitors who purchased $300:

1. Add "Visitor" to the canvas.
2. Click the **Visitor** link.
3. Select "Total Revenue" from the **Item** field.
4. Select "is greater than or equal" from the **Operator** list.
5. Enter "300" in the **Value** field.
6. Click **Add**.
7. Click **OK**.
8. Click **Save**.

Add components to the segment definition library

The Library is a repository of frequently used elements (defined or undefined events or containers) that you can use when defining segment definitions.

To add components to your library:

1. Build a segment definition (see *Build segment definitions - ASI slots*).
2. Click **Library**.

3. Drag any block from the canvas on the right into the Library area.

   All details (including nested blocks) contained within that block will be preserved.

   If you added a container (Page View, Visit, or Visitor) to the right-side canvas, add at least one event to the canvas. The Visitor container can contain Visit and Page View containers, with their respective events. The Visit container can contain the Page View container with its respective event. The Page View container can contain only events.

Segment Builder Elements

Descriptions of the interface elements in marketing report segmentation.

• *Segment Definition Builder Descriptions*
• *Rule Definitions*

Segment Definition Builder Descriptions

Element	Description
Title	The name of your segment. You can browse to locate an existing segment to use as a template.
Components	The containers and events you can use to build a segment. Drag and drop components from **Segment Definition Components** to the **Segment Canvas**.
Library	Stores commonly used segment definition components. To add components to your library, drag any block from the canvas on the right into this area. All details (including nested blocks) contained within that block are preserved.
Container	Containers are used to build segments that relate to traffic data. Three types of segment containers are available: • **Page Views**: Use page segments to understand the traffic going to different areas of your site, including multiple levels of hierarchy. • **Visit**: Use visit segments to understand the path a visitor follows and the interaction a visitor takes, such as visits that include specific pages, campaigns, conversions, and so on. • **Visitor**: Visitor segments are based on the visitor details, such as where a visitor comes from, buyers or window shoppers, authentication status, gender, age, geography, and so on. ***Note:*** *Visitor segmentation applies to visitor activity only during the reporting period. However, a visit could potentially include a persistent eVar from previous activity outside the reporting period. If that visitor returns to your site during the*

Element	Description
	segment's reporting period, and the segment includes the eVar value, the visitor would be counted in the segment. Containers are listed in order from most granular (Page Views) to least granular (Visitors).
Event	Events are generally for conversion data and conversion events. You can make a container subordinate to an event or vice versa. When the component is in place, additional boxes appear that let you add subordinate components and more main-level components.
Include	Specifies whether to include components (visits, visitors, referring domains, campaigns, browser type, and so on) if the requirements of the events and rules are met.
Exclude	Specifies a condition that excludes components when the requirements of the events and rules that you configure are met. For example, you can set up a referring domains segment that excludes certain referrers or pages viewed.

Rule Definitions

Element	Description
Name	(Optional) The name of the component. This name carries over from the **Segment Definition Builder**. Changing this name does not change the core properties for the event or component. Change this name to account for the definitions you have added.
Match	The logic rule that specifies whether all of the rules are true, or at least one of the rules are true.
Include Only	Lets you use Boolean logic to create a filter for the rule. Select an event (instance, date, eVar, and so on) to use as an operator. Valid selections include: • **equals**: The selected item must exactly equal the value you enter. • **does not equal**: The selected item must not equal the value you enter.

Element	Description
	• **is greater than**: The value of selected item must be greater than the value you enter. • **is less than**: The value of the selected item must be less than value you enter. • **is greater than or equal to**: The selected item must equal or be greater than the value you enter. • **is less than or equal to**: The selected item must equal or be less than the value you enter. • **contains**: The item must contain the value you enter. • **contains all of**: The selected item must contain all of the values you enter. • **contains at least one of**: The item must contain at least one of the values you enter.
Value	Lets you type a value for the rule operand. You can click **Select Item** to locate additional items. On the resulting **Select Item** page, only valid values are shown.

Billing

The **Billing** page lets you access billing information, including traffic details for each report suite. Only an authorized administrator has access to this page.

Note: *If access to the billing tab is disabled for your company, contact your Account Manager.*

The traffic overview data from the billing page lets you correlate page view data in reports with billable server calls on your invoice. The **Billing** page lets you do the following:

• Audit your invoice.
• Break down costs by report suite for internal accounting allocations.
• View the distribution of primary and secondary server calls.

The **Billing** page organizes information by month.

To view monthly traffic overview data, locate the month where you want to view traffic data, then click **View**.

The resulting **Monthly Invoice** report includes the following information:

Column	Description
Report Suite	The report suite involved in the data collection activity.
Location	The data center that stores the report suite data: San Jose (California), Dallas (Texas), Pacific Northwest (US), London (UK), or Singapore.

Column	Description
	In most cases, all company report suites are located in the same data center.
Primary Server Calls	Requests received directly from website visitor browsers or the Data Insertion API. Includes Primary Hits (Page Views), Primary Custom Events, Primary Download Events, and Primary Exit Events.
Secondary Server Calls	Copies of primary server calls created by multi-suite tags or copied/moved by a VISTA rule. If a secondary server call has been moved (not copied) to a different report suite by a VISTA rule, the **Billing** page identifies this transfer with a negative number. In this case, the accumulated secondary calls are deducted from the primary server calls.
Total Server Calls	The combined total of primary and secondary server calls for this report suite at the given location.
Page Views	Page view totals for each report suite. You can confirm page view values in **Site Metrics** > **Page Views**.
Downloads	Download totals for each report suite. You can confirm the download values in **Site Content** > **Links** > **File Downloads**.
Custom Links	Custom link totals for each report suite. You can confirm the custom link values in **Site Content** > **Links** > **Custom Links**.
Exit Links	Exit link totals for each report suite. You can confirm the exit link values in **Site Content** > **Links** > **Exit Links**.

Note: *To obtain a working copy of the* ***Monthly Invoice*** *report, copy it onto your clipboard, then paste it into a spreadsheet program such as Microsoft Excel*.*

Reporting Date vs. Processing Date

In the reporting user interface, the data presented is always attached to the **Reporting Date**, which is the timestamp that is attached to the event.

Usage/Billing, on the other hand, always uses the **Processing Date**, or when the data was actually processed in the system. Due to basic latency, data imports, or event time zone differences (everything is processed in Pacific Time) the Reporting Date and Processing Date do not typically match up completely.

Bot Rules

Bot Rules let you remove traffic that is generated by known spiders and bots from your report suite. Removing bot traffic can provide a more accurate measurement of user activity on your website.

After bot rules are defined, all incoming traffic is compared against the defined rules. Traffic that matches any of these rules is not collected in the report suite and is not included in traffic metrics.

Removing bot traffic typically reduces the volume of traffic and conversion metrics. Many customers find that removing bot traffic results in increased conversion rates and increases in other usability metrics. Before removing bot traffic, communicate with stakeholders to make sure they can make the necessary adjustments to key performance indicators as a result of this change. If possible, it is recommended to first remove bot traffic from a small report suite to estimate the potential impact.

We recommend defining no more than 200 bot rules per report suite.

Bot traffic data is stored in a separate repository for display in the **Bots** and **Bot Pages** reports.

Rule Type	Description
IAB	Selecting **Include IAB** uses the IAB/ABCe International Spiders & Bots List to remove bot traffic. This list is updated monthly by the IAB. To submit a bot to the IAB list, visit *http://www.iab.net/sites/spiders/form.php*. Adobe is unable to provide the detailed IAB bot list to customers, though you can use the Bots Report to view a list of bots that have accessed your site.
Custom Bot Rules	See *Create a custom bot rule*.

Impact of Bot Rules on Data Collection

Bot Rules are applied to all analytics data. Data removed by Bot Rules is visible only in the Bots and Bot Pages Reports. ASI Slots honor bot rules on historical data if they are enabled at the time of reprocessing.

VISTA rules are applied after Bot Rules (see *Data Processing Order*).

High-Hit Visit Processing: If more than 100 hits occur in a visit, reporting determines if the time of the visit in seconds is less than or equal to the number of hits in the visit. In this situation, due to the cost of processing long, intense visits, reporting starts over with a new visit. High-hit visits are typically caused by bot attacks and are not considered normal visitor browsing.

Impact of IP Obfuscation on Bot Filtering

The IAB bot list is based solely on user agent, so filtering based on that list is not impacted by IP obfuscation settings. For non-IAB bot filtering (custom rules), IP may be part of the filtering criteria. If filtering bots using IP, bot filtering happens after the last octet has been removed if that setting is enabled, but before the other IP obfuscation options, such as deleting the entire IP or replacing it with some unique ID.?

If IP obfuscation is enabled, IP exclusion happens before the IP address is obfuscated, so customers don''t need to change anything when they enable IP obfuscation.

If the last octet is removed, that is done before IP filtering. As such, the last octet is replaced with a 0, and IP exclusion rules should be updated to match IP addresses with a zero on the end. Matching * should match 0.

Create a custom bot rule

Custom bot rules let you filter traffic based conditions you define.

Custom bot rules are defined using the following condition types:

• User Agent
• IP Address
• IP Range

Multiple conditions can be defined for a single rule. Multiple conditions are matched using "or". For example, if you provide a value for User Agent and IP Address, the traffic is considered bot traffic if either condition is met.

User Agent

A User Agent condition checks the user agent value to see if it **starts with** or **contains** the specified string. If **contains** is selected, the substring is matched if it occurs anywhere in the user agent.

Optional values can be included in the **does not contain** list to define values that the user agent must not contain for a successful match. Multiple values can be specified by including one value per line. If the user agent meets the criteria specified in the match string, but also contains a string on the does not contain list, it is not considered a match.

The **contains** field is limited to 100 characters. The does not contain list is limited to 255 characters minus a separator character for each new line. (This is equal to the number of strings - 1. If you specify 4 *does not contain* strings, 3 separator characters are required.) All string matches are case-insensitive.

IP Address (including wildcard matches)

Matches an IP address or multiple addresses in the same block using wildcards (*). Provide the numeric values of the IP address you want to match. Substitute * for any values you want to match using a wildcard. The following list contains examples of IP address match string:

```
10.10.10.1
10.10.10.*
```

IP Address Range

Provide the start and end ranges of the IP addresses to match. Substitute * for any values you want to match using a wildcard.

To define a custom bot rule

1. In **Admin Tools**, select one or more report suites and click **General** > **Bot Rules**.
2. Click **Add Rule** and define one or more match conditions.
3. Click **Save**. The change should take effect within 30 minutes.

Upload bot rules

To bulk import bot rules, you can upload a CSV file that defines the rules.

Create a CSV file with the following columns in the order presented:

Bot Name	IP Start	IP End	Agent Match Rule (contains or starts with)	Agent Include (100 char limit)	Agent Exclude (255 char limit)

You can define three types of bot rules:

- User agent contains or starts with
- Single IP address or wildcard match
- IP range match

Each row in the import file can contain only one of the following bot definitions:

- **User agent contains or starts with**: Provide a single user agent string to match in the Agent Include column. Specify the type of match you want performed by placing *contains* or *starts with* in the Agent Match Rule field. An optional value can be included in the Agent Exclude column that defines one or more pipe-delimited (`|`) strings that the Agent does not contain. String matches are case-insensitive. Both the IP Start and IP End columns must be empty.
- **Single IP address or wildcard match**: To match a single IP address (`10.10.10.1`) or wildcard IP address (`10.10.*.*`), place the same value in both the IP Start and IP End columns. Match Rule, Agent Include, and Agent Exclude must be empty.
- **IP range match**: Define a range of IP addresses using the IP Start and IP End columns. Wildcards can be used to match IP ranges, for example `10.10.10.*` to `10.10.20.*`. Match Rule, Agent Include, and Agent Exclude must be empty.

Multiple Rules Combined with OR

To match a bot using a combination of rules joined with an OR (for example, user agent or IP address), provide an identical name for all rules that you want to combine in the bot name field. AND matches are not supported.

Overwrite All Rules with an Upload File

Select the **Overwrite existing rules** checkbox to delete all existing rules and replace them with the rules defined in the upload file.

Exporting Rules

The **Export Uploaded Bot File** button exports all rules defined in the UI in a CSV format.

Classifications

Classifications are created by grouping (classifying) granular data from a source report. For example, you might want to analyze display ads, but they are mixed with email, partner, text ad, and social media campaigns. You can create groups so that you can analyze them separately.

There are three types of classifications for marketing reporting and analytics:

- **Campaign classifications**: Campaign classifications are defined as elements that will not vary within the campaign, such as campaign name and owner.
- **Creative elements classification**: These vary between placements or instances of the campaign, and include characteristics such as media type, headline, keyword, and media vendor.
- **Metric-specific classifications**: These are fixed numeric values associated with a campaign, such as the hard cost for a campaign. Additionally, you can classify prop and eVar variables.

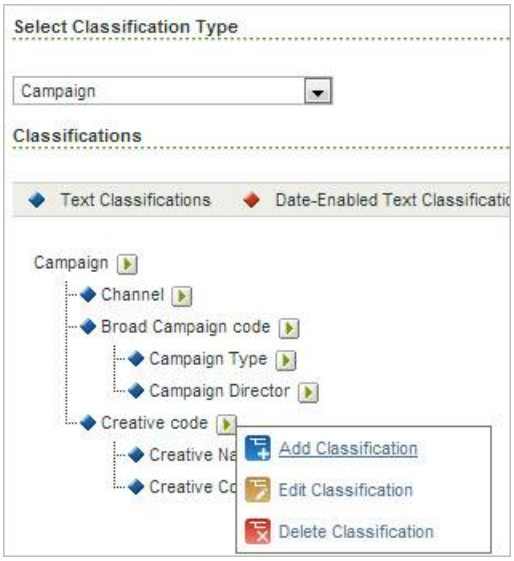
Note: *If you change names of existing classifications in Admin Tools, you must update classification rules that use the existing classifications.*

After you create conversion or traffic classifications, you can import classification data through the import tool, or use the Classifications Rule Builder.

About Classifications

A *classification* is a way of categorizing reporting and analytics variable data, then displaying the data in different ways when you generate reports.

When classifying, you are establishing a relationship between the variable and the metadata related to that variable. Classifications are most frequently used in campaigns. Data collected using variables (eVars, props, and events) information can be rolled up by applying metadata to the values collected in the variables.



Once classified, any report that you can generate using the key variable can also be generated using the associated attributes. For example, you can classify **Product IDs** with additional product attributes, such as product name, color, size, description, and SKU. Augmenting reporting and analytics data with additional attributes provides deeper and more complex reporting opportunities.

After creating the classifications, you can leverage the new data attributes throughout Marketing Cloud reporting and analytics

Tracking Codes Example

Suppose that instead of viewing campaigns just by the tracking code, you want to see campaign results by Search Engine, Keyword, and Campaign Channel. Rather than devoting conversion variables for each of those, you can create three classifications of the campaign variable to represent Search Engine, Keyword, and Campaign Channel. This strategy allows you to see site success events by all four variables, with no additional tagging.

Reporting and analytics includes pre-defined classifications for the tracking code variable, which offers classification-based reports called Creative Elements and Campaigns. You must manually configure classifications for all other conversion and traffic variables.

See *Traffic Classifications* and *Conversion Classifications*.

The following table describes the different types of classifications that are available, and the variable types that support them. Review the information in *General File Structure* before uploading data files.

TYPE	AVAILABILITY	DESCRIPTION
Text	Conversion and Traffic Variables	Text classifications define a category that lets you group variable data for reporting purposes. For example, if you sell shirts, you might want to categorize shirt sales (conversions) by color, size, and style so you can generate reports that let you see shirt sales organized by these categories.
Date Enabled Text	Conversion Variables	A date-enabled text classification lets you assign date ranges to a text classification. This is typically used with campaign classifications so that you can take advantage of the Gantt chart view in the **Campaigns** report. You can include the actual campaign dates in the data file that populates the classification data. For more information, see *Date*. Reporting and analytics collects campaign tracking codes even if the campaign end date is already past, but the campaign data collected after the end date of the campaign is not associated with the campaign.
Numeric	Conversion Variables	Numeric classifications let you apply fixed numeric values to **Conversion** reports. These classifications appear as metrics in reports. When considering whether to add a **Numeric** classification, the numeric value must be fixed and unchanging over time.

Sub-Classifications

Marketing reports support both single-level and multiple-level classifications models. A classification hierarchy allows you to apply a classification to *a classification*.

Note: *Sub-classification refers to the ability to create classifications of classifications. However, this is not the same as a* ***Classification Hierarchy*** *used to create* ***Hierarchy*** *reports. For more information about Classification hierarchies, see Classification Hierarchies in the Administration Help.*

Single-Level Classifications

Single-level classification is the simplest model for classifying variable data. Single-level classification associates each classification directly to its reporting variable.

For example:

Each classification in this model is independent and corresponds to a new sub-report for the selected reporting variable. Furthermore, each classification constitutes one data column in the data file, with the classification name as the column heading. For example:

KEY	PROPERTY 1	PROPERTY 2
123	ABC	A12B
456	DEF	C3D4

For more information about the data file, see *About Classification Data Files*.

Multiple-Level Classifications

Multiple-level classification lets you create classifications of classifications.

Multiple-level classifications are comprised of parent and child classifications. For example:

Parent classifications: A parent classification is any classification that has an associated child classification. A classification can be both a parent and child classification. The top-level parent classifications correspond to single-level classifications (See *Single-Level Classifications*).

Child classifications: A child classification is any classification that has another classification as its parent instead of the variable. Child classifications provide additional information about their parent classification. For example, a **Campaigns** classification might have a Campaign Owner child classification. **Numeric** classifications also function as metrics in classification reports.

Each classification, either parent or child, constitutes one data column in the data file. The column heading for a child classification using the following naming format:

```
<parent_name>^<child_name>
```

For more information about the data file format, see *About Classification Data Files*.

For example:

KEY	PROPERTY 1	Property 1^Property 1-1	Property 1^Property 1-2	Property 2
123	ABC	Green	Small	A12B
456	DEF	Red	Large	C3D4

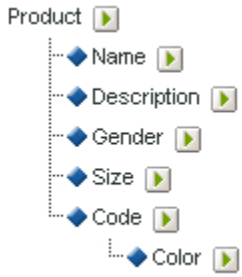
Although the file template for a multilevel classification is more complex, the power of multilevel classifications is that separate levels can be uploaded as separate files. This approach can be used to minimize the amount of data that needs to be uploaded periodically (daily, weekly, and so forth) by grouping data into classification levels that change over time versus those that don't.

Note: *If the **Key** column in a data file is blank, Adobe automatically generates unique keys for each data row. To avoid possible file corruption when uploading a data file with second-level or higher-level classification data, populate each row of the **Key** column with an asterisk (*).*

See *Common Classification Upload Issues* for troubleshooting help.

Classifications Example

An example classification mapping the Product ID, as captured in the Products eVar, to other data attributes. These attributes include SKU (key), product name, description, gender, size, and code. Additionally, each code has a child classification with the color name.



Note: *Product classification data is limited to data attributes directly related to the product. The data is not limited to how the products are categorized or sold on the website. Data elements like sale categories, site browse nodes, or sale items are not product classification data. Rather, these elements are captured in report conversion variables.*

When uploading data files for this product classification, you can upload the classification data as a single file or as multiple files (see below). By separating the color code in file 1 and the color name in file 2, the color name data (which may only be a few rows) needs to be updated only when new color codes are created. This eliminates the color name (CODE^COLOR) field from the more frequently updated file 1 and reduces file size and complexity when generating the data file.

Product Classification - Single File

KEY	PRODUCT NAME	PRODUCT DETAILS	GENDER	SIZE	CODE	CODE^COLOR
410390013	Polo-SS	Men's Polo Shirt, Short Sleeve (M,01)	M	M	01	Stone
410390014	Polo-SS	Men's Polo Shirt, Short Sleeve (L,03)	M	L	03	Heather
410390015	Polo-LS	Women's Polo Shirt, Long Sleeve (S,23)	F	S	23	Aqua

Product Classification - Multiple Files (File 1)

KEY	PRODUCT NAME	PRODUCT DETAILS	GENDER	SIZE	CODE
410390013	Polo-SS	Men's Polo Shirt, Short Sleeve (M,01)	M	M	01
410390014	Polo-SS	Men's Polo Shirt, Short Sleeve (L,03)	M	L	03
410390015	Polo-LS	Women's Polo Shirt, Long Sleeve (S,23)	F	S	23

Product Classification - Multiple Files (File 2)

KEY	CODE	CODE^COLOR
*	01	Stone
*	03	Heather
*	23	Aqua

Conversion Classifications

Classifications are used to categorize values into groups and report at the group level. For example, you can classify all Paid Search campaigns into a category like *pop music terms* and report on the success of that category relative to metrics like Instances (click-throughs), and conversion to success events.

Conversion classifications let you classify conversion variables. Once classified, any report that you can generate using the key data can also be generated using the associated data properties.

After enabling classifications, use the *Classification Importer* to assign specific values to the appropriate classification.

Conversion Classifications Descriptions

Element	Description
Name	The classification name.
Date Enabled (Text Only)	Indicates if the text classification is a date range for campaign variables.
Options (Text Only)	Creates a list of classification values available for this classification. Use **Options** with campaign variables to provide users with a list of supported values for the classification in the **Campaign Manager**.
Number Type (Numeric Only)	Specifies the type of number in the numeric classification. Options include **Numeric**, **Percent**, and **Currency**.

Add conversion classifications

Steps that describe how to add conversion classifications in Admin.

1. Click **Admin Tools** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Conversion Classifications**.
4. From the **Select Classification Type** drop-down list, select the variable where you want to add a classification.
5. Mouse over the **Edit Classification** icon, then select **Add Classification**.
6. In the **Select Type** field, select the type of classification you want to add to the variable.

   Options include **Text** and **Numeric**. For more information on classification types, see *About Classifications*.
7. In the **Text Classifications** dialog box, configure the classification as desired.

   See *Conversion Classifications Descriptions* for information about these elements.
8. In the **Dropdown List** dialog box, add or remove options. Adding **Options** creates a list of classification values available for this classification. You can use this option with Campaign variables to provide users with a list of supported values for the classification in the Campaign Manager. Use this for classification dimensions where you have a small number of allowed values that rarely or never change. For example, you might run different campaigns aimed at different levels of customer loyalty: Silver, Gold, and Platinum. You could then use the drop-down list to ensure that the only values that are accepted are those that match your three levels. If anyone tries to use a different value, it gets discarded.
9. Click **Save**.

Traffic Classifications

Traffic classifications allow you to classify traffic variables (props). Traffic classifications can use only text classifications.

The Traffic Classifications page lets you create classifications for the selected report suites. Once classified, any report that you can generate using the key data can also be generated using the associated attributes.

After enabling classifications, use *Classifications Importer (Upload)* to assign specific values to the appropriate classification.

Add or Edit a Traffic Classification

Steps that describe how to add or edit classifications for the selected report suites.

1. Click **Admin** >**Report Suites** in the Suite header.
2. Select a report suite.
3. Click **Edit Settings** > **Traffic** > **Traffic Classifications**.
4. In the **Select Classification Type** field, select the variable where you want to add a classification.
5. Mouse over the Edit Classification icon, then select **Add Classification** or **Edit Classification**.
6. In the **Text Classification** dialog box, configure the classification as desired:

   Name: Specify the classification name.

   Description: Provide a more detailed description.
7. In the **Dropdown List** dialog box, add or remove options. Adding **Options** creates a list of classification values available for this classification. You can use this option with Campaign variables to provide users with a list of supported values for the classification in the Campaign Manager. Use this for classification dimensions where you have a small number of allowed values that rarely or never change. For example, you might run different campaigns aimed at different levels of customer loyalty: Silver, Gold, and Platinum. You could then use the drop-down list to ensure that the only values that are accepted are those that match your three levels. If anyone tries to use a different value, it gets discarded.
8. Click **Save**.

Deleting a Conversion Classification

Delete a conversion classification when it is no longer needed.

1. Open the Report Suite Manager by clicking **Admin**>**Report Suites** in the Suite header.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Conversion Classifications**.
4. From the **Select Classification Type** drop-down list, select the variable where you want to delete a classification.
5. Mouse over the **Edit Classification** icon, then select **Delete Classification**.
6. In the Delete Classification dialog box, click **Delete**.

Classification Hierarchies

The **Classification Hierarchies** page lets you define classification hierarchies that you can use to create **Hierarchy** reports with the same name.

A **Hierarchy** report lets you drill down into increasingly refined data sets, based on the classification hierarchy, so you can more easily view data relationships.

You can build classification hierarchies for web pages, campaigns, products, or any other report variable. The Hierarchy report displays units, orders, and revenue for each of the variable classifications in the hierarchy.

For example, if a Product hierarchy includes Apparel > Men's Clothing > Shirts > Polo Shirts > XL Polo Shirts, the Hierarchy report displays sales data for the Apparel classification. You can then drill down to see data about Men's Clothing, Shirts, Polo Shirts, and XL Polo Shirts. Classification hierarchies let you quickly identify how each classification in the hierarchy contributes to Apparel performance.

Create the classifications before adding them to a hierarchy.

Create a classification hierarchy

Steps that describe how to create a classification hierarchy.

1. Click **Admin** >**Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Classification Hierarchies**.
4. From the **Build Hierarchy For** drop-down list, select the variable where you want to create a classification hierarchy.

   The classifications list automatically displays the classifications available for the selected variable.
5. Drag a classification into the **Drag new hierarchy root here** field to include it in the classification hierarchy.

   Drag classifications into the hierarchy in the order that you want them to appear in the hierarchy. The first classification is the hierarchy root, the second classification is the first subclassification, and so on.
6. Click **Save**.

Classifications Importer (Upload)

Use the importer to upload classifications into reporting and analytics. You can also export the data for updating prior to an import.

The data that you import using the import tool must be in a specific format. Adobe provides you with the option to download a data template with all the proper header details in a tab-delimited data file. You can add your new data to this template and then import the data file in the browser, using FTP.

Note: *Adobe recommends that you limit the number of import and export columns to 30.*

See *Numeric 2 Classifications* for information about uploading data using numeric 2 classifications.

See *Common Saint Upload Issues*: Knowledge Base article that describes issues arising from incorrect file formats and file contents.

About Classification Data Files

The importer lets you bulk-upload classifications data to analytics reporting in a file. The import requires a specific file format for successful data uploads.

To help you create valid data files, you can download a template file that provides a file structure into which you can paste the classifications data. For more information, see *Download Classifications Template*.

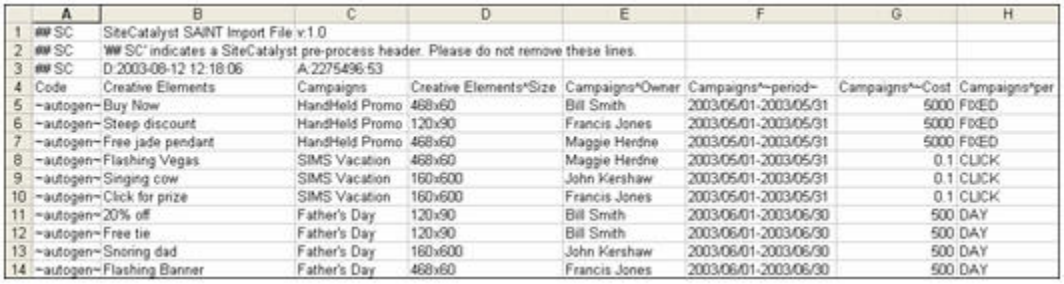
See *Allowable Characters* for more information about character limits in Reports & Analytics.

See *Numeric 2 Classifications* for information about uploading data using numeric 2 classifications.

General File Structure

Example of a sample classifications data file and detailed information about its structure.

The following illustration is a sample data file:



	A	B	C	D	E	F	G	H
1	## SC	SiteCatalyst SAINT Import File v:1.0						
2	## SC	'## SC' indicates a SiteCatalyst pre-process header. Please do not remove these lines.						
3	## SC	D:2003-08-12 12:18:06	A:2275496:53					
4	Code	Creative Elements	Campaigns	Creative Elements*Size	Campaigns*Owner	Campaigns*~period~	Campaigns*~Cost	Campaigns*per
5	~autogen~	Buy Now	HandHeld Promo	468x60	Bill Smith	2003/05/01-2003/05/31	5000	FIXED
6	~autogen~	Steep discount	HandHeld Promo	120x90	Francis Jones	2003/05/01-2003/05/31	5000	FIXED
7	~autogen~	Free jade pendant	HandHeld Promo	468x60	Maggie Herdne	2003/05/01-2003/05/31	5000	FIXED
8	~autogen~	Flashing Vegas	SIMS Vacation	468x60	Maggie Herdne	2003/05/01-2003/05/31	0.1	CLICK
9	~autogen~	Singing cow	SIMS Vacation	160x600	John Kershaw	2003/05/01-2003/05/31	0.1	CLICK
10	~autogen~	Click for prize	SIMS Vacation	160x600	Francis Jones	2003/05/01-2003/05/31	0.1	CLICK
11	~autogen~	20% off	Father's Day	120x90	Bill Smith	2003/06/01-2003/06/30	500	DAY
12	~autogen~	Free tie	Father's Day	120x90	Bill Smith	2003/06/01-2003/06/30	500	DAY
13	~autogen~	Snoring dad	Father's Day	160x600	John Kershaw	2003/06/01-2003/06/30	500	DAY
14	~autogen~	Flashing Banner	Father's Day	468x60	Francis Jones	2003/06/01-2003/06/30	500	DAY

A data file must adhere to the following structure rules:

- Classifications cannot have a value of 0 (zero).
- Adobe recommends that you limit the number of import and export columns to 30.
- Uploaded files should use UTF-8 without BOM character encoding.
- Special characters, such as a tabs, newlines, and quotes can be embedded within a cell provided the v2.1 file format is specified and the cell is properly *escaped*. Special characters include:

```
\t     tab character
\r     form feed character
\n    newline character
"       double quote
```

  The comma is not a special character.

- Classifications cannot contain a caret (^) since this character is used to denote a sub-classification.
- Use care when using a hyphen. For example, if you use a hyphen (-) in a Social term, Social recognizes the hyphen as a `Not` operator (the minus sign). For example, if you specify *fragrance-free* as a term using the import, Social recognizes the term as fragrance *minus* free and collects posts that mention *fragrance*, but not *free*.
- Character limits are enforced to classify report data.

  For example, if you upload a classifications text file for products (*s.products*) with product names longer than 100 characters (bytes), the products will not display in reporting. Tracking Codes and all custom conversion variables (eVars) allow 255 bytes.

  See *Allowable Characters* for more information about character limits.

- Tab-delimited data file (create the template file using any spreadsheet application or text editor).
- Either a `.tab` or `.txt` file extension.
- A pound sign (#) identifies the line as a user comment. Adobe ignores any line that begins with #.
- A double-pound sign followed by SC (## SC) identifies the line as a pre-processing header comment used by reporting. Do not delete these lines.
- Classification exports can have duplicate keys due to newline characters in the key. In an FTP or browser export, this can be resolved by turning on quoting for the FTP account. This will place quotes surrounding each key with newline characters.
- Cell C1 in the first line of the import file contains a version identifier that determines how classifications handle the use of quotes throughout the remainder of the file.
  - v2.0 ignores quotes and assumes they are all part of the keys and values specified. For example, consider this value: "This is ""some value""". v2.0 would interpret this literally as: "This is ""some value""".
  - v2.1 tells classifications to assume that quotes are part of the file formatting used in Excel files. So v2.1 would format the above example to: This is "some value".

- Problems can arise when v2.1 is specified in the file, but what is actually wanted is v2.0 - namely, when quotes are used in ways that is illegal under Excel formatting. For example, if you have a value: "VP NO REPS" S/l Dress w/ Overlay. With v2.1, this is incorrect formatting (the value should be surrounded by opening and closing quotes and quotes that are part of the actual value should be escaped by quotes) and classifications will not work beyond this point.
- Make sure you do one of the following: change your file format to v2.0 by changing the header (cell C1) in the files you upload, OR properly implement Excel quoting throughout your files.

- The first (non-comment) row of the data file contains the column headings used to identify the classification data in that column. The importer requires a specific format for column headings. For more information, see *Column Heading Format*.
- Immediately following the header row in a data file are the data rows. Each line of data should contain a data field for each column heading.
- The data file supports the following control codes, which Adobe uses to provide structure to the file, and correctly import classifications data:

CONTROL CODE	DESCRIPTION
<Carriage Return> or <New Line>	A carriage return or new line character functions as a separator between data records in the data file. Typically, you only need to specifically insert these characters when writing a program to automatically generate data files.
~autogen~	Requests that Adobe automatically generate a unique id for this element. In the campaign context, this control value instructs Adobe to assign an identifier to each creative element. See *Key*.
~period~	Designates that the data column represents the date range associated with the item. See *Date*.
Empty field	Represents a NULL value for the current field. Use this if a particular data column does not apply to the current record.
PER Modifiers	Designates that the data column represents a **PER Modifier** field. See *PER Modifier Headings*.

Column Heading Format

The column headings in a classification data file identify the data values in that column, and indicate how Adobe should process the values in that column.

Note: *Adobe recommends that you limit the number of import and export columns to 30.*

Classification files support the following column headings:

Key

A column heading of **Key** indicates that the column data represents a unique identifier for each data record (row).

Each value must be unique across the entire system. The value in this field corresponds to a value assigned to the Analytics **s_campaign** variable in your Web site's JavaScript beacon (`s_code.js`). Data in this column might include ~autogen~ or any other unique tracking code.

Classification

A **Classification** column heading contains the classification name.

For example, reports and analytics automatically include two classifications for **Campaign** variables: **Campaigns** and **Creative Elements**. To add data to the **Campaigns** classification, the column heading in the classification data file would be **Campaigns**.

Note: *The values in the* ***Classifications*** *column heading must exactly match the classification's naming convention, or the import fails. For example, if the administrator changes* ***Campaigns*** *to* ***Internal Campaign Names*** *in the* ***Campaign Set-up Manager****, the file column heading must change to match.*

Additionally, the data file supports the following additional heading conventions to identify sub-classifications and other specialized data columns:

Sub-Classification Heading
To create a sub-classification column heading, use a caret (^) character to combine the classification name with the sub-classification name.

For example, **Campaigns^Owner** is a column heading for the column containing **Campaign Owner** values. Similarly, **Creative Elements^Size** is a column heading for the column containing the **Size** sub-classification of the **Creative Elements** classification.

Classification Metric Headings
Classification Metrics headings are denoted by using the caret (^) and tilde (~) characters to combine the classification name with the specific classification metric.

For example, **Campaigns^~Cost** refers to the **Cost** metric in the **Campaigns** classification.

PER Modifier Headings
Immediately following a classification metric column, you must have a **PER Modifier** column that indicates the calculation to perform with the value in the classification metric field.

Per Modifier headings are denoted by adding ~per to the classification metric heading. For example, if the **Metric** heading is **Campaigns^~Cost**, the PER modifier heading is **Campaigns^~Cost~per**. Adobe supports the following **PER Modifier** keywords:

These characters have special meaning in a data file. Where possible, avoid using these words in attribute names and data.

FIXED: Fixed value. Do not perform any scaling.

DAY: Multiply the value by the number of days in the report.

ORDER: Multiply the value by the number of orders for the line item in the report.

CHECKOUT: Multiply the value by the number of checkouts for the line item in the report.

UNIT: Multiply the value by the number of units for the line item in the report.

REVENUE: Multiply the value by the revenue amount for the line item in the report.

SCADD: Multiply the value by the number of times the **Shopping Cart Add** event was called per line item in the report.

SCREMOVE: Multiply the value by the number of times the **Shopping Cart Remove** event was called per line item in the report.

INSTANCE: Multiply the value by the number of instances for the line item in the report.

CLICK: Multiply the value by the number of clicks for the line item in the report.

EVENT: Multiply the value by the number of times the specified custom event occurred per line item of the report.

Example: If Campaign A cost $10,000, the **Campaigns^~Cost** column contains a value of 10000 and the **Campaigns^~Cost~per** column contains **FIXED**. When displaying the Cost for Campaign A in the reports, you will see $10,000 as the fixed cost for Campaign A for the date range.

Example: If Campaign B that costs approximately $2 per click, the **Campaigns^~Cost** column contains 2 and the **Campaigns^~Cost~per** column contains **CLICK**. When displaying the Cost for Campaign B in the reports, Adobe calculates (2 * [number of clicks]) on the fly for the date range of the report. This gives you a total cost calculation based on the number of clicks performed with Campaign B.

Date

If a classification is date-enabled, the data file must include a **Date** column. **Date** headers are denoted by adding ^~period~ to the classification name. For example: Campaigns^~period~.

Campaigns dates are typically ranges (start and end dates) associated with individual campaigns. Dates should appear in YYYY/MM/DD format. For example, 2013/06/15-2013/06/30.

For more information, see *Conversion Classifications*.

Using dates in conjunction with classifications

SAINT can be used to assign date ranges to your campaigns or other conversion classifications, which allows more accurate campaign measurement. After specifying a value's date range, any matching value that occurs outside the date range will not be classified. This is useful for campaign measurement that wishes to utilize the exact dates a campaign was Live, and not all hits matching the campaign itself. In order to successfully classify a value with a date range, the following must be met:

- The classification must be based on a conversion variable.
- The classification used must be set as Date-Enabled or Numeric 2.
- The involved date range must contain a start date and (optionally) an end date.

To classify campaigns based on date range:

1. Login to Reports & Analytics and go to Admin | SAINT Classifications.
2. Click the **Browser Export** tab, ensure the settings to your date-enabled classification are correct, then click Export File.
3. Open this file in Microsoft Excel or another spreadsheet editor you are familiar with.
4. One of the columns will end with ^~period~ which is the column to enter the date range in.
5. Under this column, enter each value's date range in the following format:

   `YYYY/MM/DD - YYYY/MM/DD`. Please ensure the following:

   - Leave spaces on both sides of the dash.
   - Use a hyphen (-) to separate ranges, not an en-dash or an em-dash.
   - If the month or day is a single digit, that there is a leading zero.
   - There is a start date range; the end date range is optional.
6. Save the file, and upload it in the Reports & Analytics interface by going to Admin | SAINT Classifications | Import File.

Note: *A specific key value cannot have more than one date range.*

Troubleshooting Classifications

Information about how to troubleshoot issues occurring when uploading classifications.

- *Common Saint Upload Issues*: Knowledge Base article that describes issues arising from incorrect file formats and file contents.

Delete classification data

Steps that describe how to delete or remove classification data.

1. Click **Admin Tools** > **Classification Importer**.
2. Click **Browser Export**.
3. Select the report suite and data set you would like to remove classification data from.
4. Adjust any optional settings to filter specific data you're looking for, then click **Export File**.
5. Once the file has been downloaded, open the file and replace any values you wish to delete with `~empty~`.
   Alternatively, use `~deletekey~`. This command treats the classification as if it never occurred for the specified key. It completely removes it and any column data from the lookup tables.

   Caveat: You only need one column containing `~deletekey~`. The `~empty~` command works at the cell level (key and column combination), so you need `~empty~` in the classification column you want to remove. However, `~deletekey~` works at the row level (the key and all associated metadata), so it only needs to appear in one of the columns in the row. This command removes all metadata from the row. Adobe interprets this as though the key was never classified, and displays it in the *None* category.
6. Save the file, and upload it using the **Import File** tab.
   After you upload the file, the system recognizes `~empty~` as a command to delete that classification value.

   Properties of this Command

   - `~empty~` must be lowercase without spaces. The following entries are invalid:
     - `~EMPTY~`
     - `~ empty ~`
     - `~Empty~`
   - You cannot delete values within the key column. This is data passed directly into reporting and is permanent.
   - If you are removing a classification value that has subclassifications, they are also removed. Classifications cannot exist without a key value, and a subclassification's parent is its key value.
   - It is possible to remove subclassification data while leaving its parent classification intact.

Escape classification data

Steps that describe how to escape classification data in the classification file.

1. Ensure that the classification file format is v2.1.

   If v2.1 is enabled, you will see a line similar to :

   ```
   ## SC SiteCatalyst SAINT Import File v:2.1
   ```

   Note: *To specify a format of v2.1, enable* ***Quoted Output*** *when exporting the file on the* ***Classification Importer*** *page (****Browser Export*** *or* ***FTP Export****).*

See *Browser Export*.

2. Surround the field containing special characters in double quotes (").

   A double quote character can appear in an escaped cell by replacing it with two double quote characters (""). For example:

   ```
   My String "of data"
   ```

   Escaped would be:

   ```
   "My String ""of data"""
   ```

Non-Classified Keys

Non-classified keys are grouped together in classification reports as a single line item labeled *None*. It can be useful to rename *None* to something more descriptive.

For example, suppose your tracking codes contain information that delineates the type of mobile campaign the tracking code is associated with. You are using classification (Mobile Campaign Type) to group these tracking codes into categories such as Mobile Web, iOS Application, Android Application, and so on. Some campaigns might not be mobile campaigns and are therefore not classified with a mobile campaign type. All non-classified tracking codes would be grouped under *None* in the **Mobile Campaign Type** report.

Rename the None classification key

Steps that describe how to rename a non-classified key that displays as *none* in reporting.

1. Using the importer, *export* classifications to a local file.
2. Add a row to the file, and type ~none~ in the Key column.
3. In the row you added, type the more descriptive name in the appropriate classification column(s).

   To follow the example in this documentation, you might type "non-mobile campaign" in a column named **Mobile Campaign Name**.

   This entry renames *None* to *non-mobile campaign* in the **Mobile Campaign Type** report.

4. *Import the data* back into the system.

Download Classifications Template

(Optional) Before importing classifications into marketing reports, you can download a template that helps you create a classifications data file. The data file uses your desired classifications as column headings, then organizes the reporting data set under the appropriate classification headings.

Admin Tools > **Classification Importer**.

Element	Description
Select Report Suite	Select the report suite to use in the template. The report suite and data set must match.
Data Set to be Classified	Select the type of data for the data file. The menu includes all reports in your report suites that are configured for classifications.
Export Numeric 2	You can import numeric 2 classifications into the system via the importer. Numeric 2 classifications are useful for variables that change over time for different items, such as cost and budget values for the **Marketing Channel** report. See *Numeric 2 Classifications* for information about uploading data using numeric 2 classifications.

Element	Description
Encoding	Select the character encoding for the data file. The default encoding format is UTF-8.
Download	Downloads the template file.

The template includes the currently defined classifications (column headings) of a specific data set without including the data associated with each classification.

Note: *The Template method limits your classification data download to a single report suite.*

For more information about the data file structure, see *About Classification Data Files*.

Download a classifications data template (optional)

Steps describing how to download a classifications data template. The template provides the file format you must follow for classifications.

Note: *The Template method limits your data download to a single report suite.*

1. Click **Admin Tools** > **Classification Importer**.
2. On the **Download Template** tab, specify the *data template configuration*.
3. Click **Download**.
4. Save the template file to your local system.

   The template file is a tab-delimited data file (`.tab` filename extension) that most spreadsheet applications support.

Import File

After you have copied the appropriate data into the classifications template file, you can import (upload) into Adobe data collection servers.

Note: *You do not need to download (using the export feature) your existing classification data before uploading new data. You only need to upload a new file containing the new rows of data. This method improves performance.*

See *General File Structure* for important information about the structure and limitations of uploaded files.

See *Common Classification Upload Issues* for troubleshooting help.

Browser Import

You can import (upload) classifications data using the browser. This method limits your classification data upload to a single report suite

Admin Tools > **Classification Importer**

Classifications Browser Import - Field Descriptions

Element	Description
Select Report Suite	The report suite where you want to import the classifications data. The import data file must match the format of the data set in the report suite.

Element	Description
Data Set to be Classified	The data set to receive the classifications. The drop-down list includes all reports in your report suites that are configured for classifications.
Select file to Import	Lets you browse to locate the import data file you want to upload. ***Note:*** *The upload file size limit is 1 MB.*
Overwrite Data on Conflicts	Automatically overwrites existing data that conflicts with the imported data.
Automatically Download Classification File After the Import is Complete	Automatically downloads a tab-delimited file that represents the data set with the newly uploaded classifications data. Adobe automatically generates this file for you if the import creates any unique IDs, or if any errors occur.

Import classifications via the browser

Steps that describe how to upload classification data files via the web browser.

1. Click **Admin Tools** > **Classification Importer**.
2. Click **Import File**.
3. Configure the *Browser Import* fields.
4. Click **Import File**.
5. Watch the status window for processing messages.
6. (Conditional) If you selected **Automatically Download Classification File After Upload is Complete**, specify where you want to store the resulting file when processing completes.

A successful import immediately displays the appropriate changes in an export. However, data changes in reports take up to four hours when using a browser import and up to 24 hours when using an FTP import.

FTP Import

Steps that describe how to upload data files via FTP.

Admin Tools > **Classification Importer**.

The following recommended limits are important:

- Lots of small files will result in slower processing than a few large files. This is due to the amount of queueing and prioritizing required for the smaller jobs.
- Please break large files into 50 MB chunks. This is not required, but is recommended because it gives better visibility into progress on the back end. Also, if errors occur while we are process your job, the job will be restarted; large files result in large amounts of work redone in this scenario.

The initial setup populates the classifications database with a large set of original data, or restructures the classifications, rather than reclassifying a few rows or adding rows.

Following an initial upload in a report suite (for a given variable or report), Adobe recommends uploading only new and updated rows in subsequent imports. Rows that are not being changed should be omitted from future uploads.

Each new key value you upload counts against your uniques for that variable for the month.

If you have exceeded your uniques for the month, you will not see the corresponding classifications data for the uniques exceeded values in reporting. You can see those classifications in either data warehouse or ad hoc analysis.

Note: *The time required to process a classification data file varies on the size of the file and the current number of files already being processed by Adobe's servers. Processing of data files usually takes no longer than 72 hours.*

Before uploading data via FTP, create an FTP account. For more information, see *Create an FTP account*.

Import classifications via FTP

Steps that describe how to use an FTP account to import classifications into Adobe Analytics.

For more information about creating an FTP account, see *Create an FTP account*.

1. Click **Admin Tools** > **Classification Importer**.
2. Click **Import File**, then click **FTP Import**.
3. Next to the FTP account that you want to use, click **View**.
4. Use the FTP access information (Host, Login, Password) to access the FTP server using an FTP client of your choosing.
5. Upload the data file (`.tab` or `.txt`) to the FTP server.
6. After uploading the data file, upload a FIN file that indicates the file is ready to process.

   The FIN file is an empty file that has the same name as your data file, with a `.fin` filename extension. For example, if your data file is `classdata1.tab`, the FIN filename is `classdata1.fin`.

At regular intervals, Adobe retrieves uploaded data files that have an associated FIN file. Adobe imports them into the report suites and data sets specified in the FTP account configuration.

Create an FTP account

Before uploading data via FTP, create an FTP account.

See *FTP and sFTP* for additional details on Adobe FTP servers.

1. Click **Admin Tools** > **Classification Importer**.
2. Click **Import File**, then click **FTP Import**.
3. On the **Import File** tab, click **Add New**.
4. Specify the FTP account details:

Element	Description
Name	The FTP account name.
Data Set to be Classified	From the drop-down list, select the data set (marketing report variable) that you want to classify.
Select Report Suites	Select the report suites where you want to classify the selected data set. To select multiple report suites, the classifications for each of the selected report suites must be identical.
Overwrite Data on Conflicts	Select this option to overwrite duplicate data. This option is useful if you are updating existing classifications. If you are adding additional classifications, this option is not recommended.
After Import is Complete	Select this option to automatically export the updated data set to the same FTP account once Specify the email address to receive notifications about this FTP account once the import is complete.

Element	Description
Notification Recipient	Specify the email address to receive notifications about this FTP account.
Authorize	(Required) Authorizes Adobe to automatically import all data files sent to the new FTP account.

5. Click **Save**.

Once created, you can edit or delete FTP accounts by clicking the appropriate link next to the desired FTP account.

Browser Export

The browser export lets you export your classification data to a tab-delimited file.

Admin Tools > **Classification Importer**

The data set file is a tab-delimited data file (`.tab` filename extension) that most spreadsheet applications support.

Note: *A 30-column limit exists for browser exports.*

Browser Export - Field Descriptions

Element	Description
Select Report Suite	Select the report suite from which you want to export the report data.
Data Set to be Classified	From the menu, select the data set (report) that you want to classify.
Select Number of Rows	Specify how many rows of data to export. Select **All** to download all report data (up to 50,000 rows). Select **Limit Data Rows To** if you want to specify a specific number of rows to download. If you want to download more than 50,000 data rows, use the FTP download option (see *Export classifications using FTP*).
Filter by Date Received	(Optional) Filter data by the date it was received. Specify the date range for which you want to download data.
Apply Data Filter	(Optional) Filter the data set by data criteria. You can filter the download to include data rows that include a specific value or data rows with unassigned column (classification) values. Consider the following issues when applying data filters: • You can use wild cards when defining the data filter. Use an asterisk (*) to match zero or more characters and a question mark (?) to match exactly one character. Use ?* to match one or more characters. • Typically, when applying both types of data filters to a download, only rows that match both rules are downloaded. However, the following exceptions apply: • If **Rows with empty column = All Columns**, then all columns except the column specified in the first rule are checked for emptiness. This exception ensures

Element	Description
	that the system downloads any row with a column that matches the first rule that also has all other columns empty. • When downloading data rows based on empty columns, all columns except those specified in the first rule are checked for emptiness. • If the same column is specified for both filter rules (it is almost impossible to meet both criteria) then only rows that match the first rule are downloaded.
Date Filter	(Optional) Filter data by campaign data. You can download data only from active campaigns, or you can select campaigns that began (or ended) in a specific date range.
Export Numeric	You can import numeric 2 classifications into the system using the importer. Numeric 2 classifications are useful for variables that change over time for different items, such as cost and budget values for the **Marketing Channel** report. See *Numeric 2 Classifications* for information about uploading data using numeric 2 classifications.
Encoding	Select the character encoding for the data file. The default encoding format is either UTF-8 or ISO-8859-1, based on the encoding that was uploaded for the classification. UTF-8 to UTF-16 converts your UTF-8 encoded classifications to UTF-16 encoding. ISO-8859-1 to UTF-16 converts your ISO-8859-1 encoded classifications to UTF-16 encoding. ***Note:*** *If you select to convert to UTF-16, the source encoding must match the encoding of the original upload or you may get unexpected results. We recommend encoding all uploaded files in UTF-8 without BOM.*
Quote Output	Specifies version 2.1 for the classification file. This setting places quotes around special characters to ensure that exports work in Excel when a line break exists in the eVar values. You can identify whether a classification file is version 2.1 by opening the downloaded file. You will see v2.1 in the header. For example: `## SC SiteCatalyst SAINT Import File v:2.1`

Export classification data using the browser

Steps that describe how to download a data set via a web browser.

1. Click **Admin Tools** > **Classification Importer**.
2. Click **Browser Export**.
3. Specify the *data set details*.
4. Click **Export File**.

5. Save the data set to your local system.

FTP Export

The FTP option provides more flexibility in downloading data sets, including the ability to download data from multiple report suites and to download data set files larger than 50,000 data rows.

Before downloading classification data via FTP, create an FTP account. For more information, see *Create an FTP account*.

Consider the following issues when applying data filters:

- You can use wild cards when defining the data filter. Use an asterisk (*) to match zero or more characters and a question mark (?) to match exactly one character. Use ?* to match one or more characters.
- Typically, when applying both types of data filters to a download, only rows that match both rules are downloaded. However, the following exceptions apply:
  - If **Rows with empty column = All Columns**, then all columns except the column specified in the first rule are checked for emptiness. This exception ensures that the tool downloads any row with a column that matches the first rule that also has all other columns empty.
  - When downloading data rows based on empty columns, all columns except those specified in the first rule are checked for emptiness.
  - If the same column is specified for both filter rules (it is almost impossible to meet both criteria) then only rows that match the first rule are downloaded.
  - A 30 column limit exists for FTP exports.

FTP Export - Field Descriptions

Descriptions of fields and options on the **FTP Export** page in classifications.

Element	Description
Select Report Suite	Select the report suite from which you want to export the report data.
Data Set to be Classified	From the menu, select the data set (report) that you want to classify.
Select Number of Rows	Specify how many rows of data to export. Select **All** to download all report data. Select **Limit Data Rows** to if you want to specify a specific number of rows to download.
Filter by Date Received	(Optional) Filter data by the date it was received. Specify the date range for which you want to download data.
Apply Data Filter	(Optional) Filter the data set by data criteria. You can filter the download to include data rows that include a specific value, or data rows with unassigned column (classification) values.
Date Filter	(Optional) Filter data by campaign data. You can download data only from active campaigns, or select campaigns that begin (or end) in a specific date range.

Element	Description
Export Numeric	You can import numeric 2 classifications into the system. Numeric 2 classifications are useful for variables that change over time for different items, such as cost and budget values for the **Marketing Channel** report. See *Numeric 2 Classifications* for information about uploading data using numeric 2 classifications.
FTP Account	Specify the FTP server information where you want Adobe to download the data file, including host name and port, path to the destination directory, username, and password.
Notification	Specify the email address to receive notifications about this FTP download.
Encoding	Select the character encoding for the data file. The default encoding format is either UTF-8 or ISO-8859-1, based on the encoding that was uploaded for the classification. UTF-8 to UTF-16 converts your UTF-8 encoded classifications to UTF-16 encoding. ISO-8859-1 to UTF-16 converts your ISO-8859-1 encoded classifications to UTF-16 encoding. ***Note:*** *If you select to convert to UTF-16, the source encoding must match the encoding of the original upload or you may get unexpected results. We recommend encoding all uploaded files in UTF-8 without BOM.*

Export classifications using FTP

Steps that describe how to export (download) classifications from Adobe Analytics using FTP.

Create an FTP account.

1. Click **Admin Tools** > **Classification Importer**.
2. Click **FTP Import**.
3. Configure fields in options on for the *FTP Export*.
4. Click **Export File**.
5. Save the data set to your local system.

Classification Rule Builder

Rather than maintaining and uploading classifications each time your tracking codes change, you can create automatic, rule-based classifications and apply them across multiple report suites. Rules are processed at frequent intervals, depending on your volume of classification related traffic.

Getting Started with Classification Rules

Admin tools > **Classification Rule Builder**

Here are the high-level steps you take to classification rules:

Step	Where Performed	Description
1 (Prerequisite) *Set up your classification schema*.	**Admin Tools** > **Report Suites** > **Edit Settings** > <*Traffic Classifications or Conversion Classifications*>	Choose a variable and define the classifications to use for that variable. Variables must have at least one classification column created before they are available for use in rules. Once classifications are enabled, you can use the importer and the rule builder to classify specific values.
2 *Create a rule set*.	**Admin Tools** > **Classification Rule Builder** > **Add Rule Set**	A rule set is a group of classification rules for a specific variable.
3 Configure Report Suites and Variables.	**Classification Rule Builder** > <*your rule set*>	Apply the rule set to report suites and variables.
4 *Add classification rules to the set*.	**Classification Rule Builder** > <*your rule set*>	Match a condition to a classification, and then specifying the action to take for the rule. Be familiar with the information in *How Rules Are Processed*.
5 *Test a classification rule set*.	**Testing** Page	You will want to test rules for validation by editing them in Draft mode. In Draft mode, rules cannot run. This step is important when using *regular expressions*.
6 *Activate valid rules*.	**Rules** Page	Once rules are valid, activate the rule set. You can overwrite existing keys, if necessary. See *How Rules Are Processed*.
7 (Optional) *Delete unwanted rules*.	**Rules** Page	Delete unwanted rules from a set. ***Note:*** *Deleting rules does not delete classified data uploaded.* See *Delete classification data* if you need to delete classified data.

Note: *Groups with permissions to use the classification import tool can use classification rules. See How Rules Are Processed for important processing information.*

Additional Resources

Blog: For additional information about this feature, see the Digital Marketing Blog - *Rule-based Classifications*.

Video: Visit *EnterpriseTV* > **Analytics** > **Classifications** to view the **Classifications Rule Builder** video.

Classification Rule Sets

A rule set is a group of classification rules for a specific variable. You apply a variable to the rule set. If you want to create multiple rule sets for one variable, you must apply each rule set to multiple report suites.

Classification Rule Builder Page

Analytics > **Admin Tools** > **Classification Rule Builder**

The following fields and options are available on the **Classifications Rule Builder**.

Element	Description
Add Rule Set	Creates a rule set.
Rules	Displays the number of rules contained in the set.
Status	Displays the activity status of the rule set, such as Draft or Active. Active rules process daily, examining classification data going back typically one month. The rules automatically check for new values and upload the classifications.
Last Changed	Indicates when the rule set was edited.
Duplicate	Duplicates (copies) a rule set, so that you can apply the rule set to another variable, or to the same variable in a different report suite.

Create a classification rule set

Name the classification rule set, apply the variable, and specify overwrite settings.

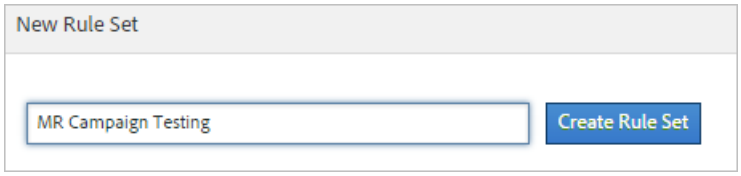
1. (Prerequisite) Define the classification structure in **Admin Tools** > **Report Suites**.

   (See *Classifications* in Admin Tools help on adding classifications.)

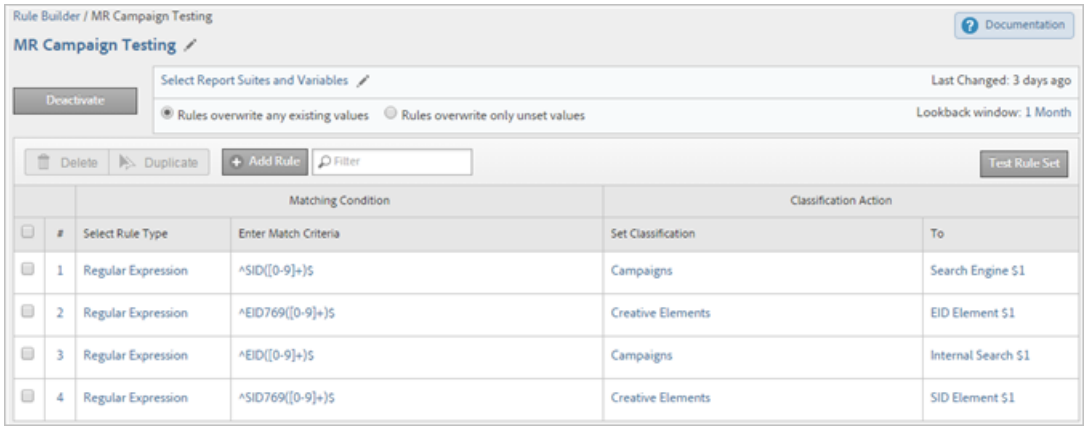
   Variables will display in the **New Rule Set** panel only after they have at least one classification defined for that variable.

   You can create classifications on a variable in **Admin** > **Report Suites** > **Traffic** > **Traffic Classifications** (or **Conversion** > **Conversion Classifications**). Then select the variable, then click **Add Classification**.

2. To create the rule set, click **Admin Tools** > **Classification Rule Builder** > **Add Rule Set**.



3. Name the rule set, then click **Create Rule Set**.
4. Select the rule set for edit.


Rule Builder / MR Campaign Testing
MR Campaign Testing
Documentation
Deactivate
Select Report Suites and Variables
Last Changed: 3 days ago
Rules overwrite any existing values
Rules overwrite only unset values
Lookback window: 1 Month
Delete
Duplicate
Add Rule
Filter
Test Rule Set
Matching Condition
Classification Action
Select Rule Type Enter Match Criteria Set Classification To
1 Regular Expression ^SID([0-9]+)$ Campaigns Search Engine $1
2 Regular Expression ^EID769([0-9]+)$ Creative Elements EID Element $1
3 Regular Expression ^EID([0-9]+)$ Campaigns Internal Search $1
4 Regular Expression ^SID769([0-9]+)$ Creative Elements SID Element $1

5. Click **Select Report Suites and Variables**.

   The report suite and variable list is populated with all classified variables available in all the report suites in your log-in company. A single variable in a report suite can belong to only one rule set.

   See *Variable* in the definitions for the *Classification Rule Builder* page for more information.

6. Specify the report suites and variables to use, then click **Save**.
7. Continue by *adding classification rules* to the rule set.

Classification Rules

Classification rules regularly look for unclassified terms. If a rule match is found, the rules add the terms to your classification data tables automatically. You can also use classification rules to overwrite existing keys.

Analytics > **Admin Tools** > **Classification Rule Builder**

The Rule Builder lets you create a *classification rule set*, which is a list of *classification rules*. A rule matches criteria you specify, then performs an action.

Classification rules are convenient for:

- **Email** and **Display ads**: Create classification rules to group individual display ad campaigns so that you can earn how the Display campaigns are performing against email campaigns.
- **Tracking codes**: Create classification rules to categorize key values derived from strings in tracking codes, and match them to specific criteria you define.
- **Search terms**: Use *regular expressions* and wildcards to simplify classifying of search terms. For example if a search term contains *baseball*, you can set a *Sports League* classification to *MLB*.

For example, assume that a tracking code for an email campaign ID is:

`em:Summer:2013:Sale`.

You can set up three rules in a rule set that identify the parts of the string, then classify the values:

#	Select Rule Type	Enter Match Criteria	Set Classification	To
1	Starts With	em:	Channel	Email
2	Ends With	Sale	Type	Sale
3	Contains	2013	Year	2013

How Rules Are Processed

Important information about how classification rules are processed.

- *Important Information about Rules*
- *When Do Rules Not Classify Keys?*
- *About Rule Priority*

Note: *The **Rule Builder** does not support Numeric 2 classifications.*

Important Information about Rules

- Specify *group permissions* for classifications in the **Admin Tools**.
- **Regular expressions**: Help is available at: *Regular Expressions in Classification Rules*.
- **Report suites**: You cannot choose a classification until at least one report suite is selected. You cannot apply the report suite until you have created the rule set and assigned a variable.

  When you test the rule set, use keys (the variable being classified) from the report to see how they will be impacted by the rule set. (The *key* is the variable being classified, or the first column in the classification upload table.)
- **Rule priority**: If a key matches multiple rules that set the same classification (in the **Set Classification** column), the last rule that matches the classification is used. See *About Rule Priority*.
- **Limits on number of rules**: No set limit exists for the number of rules you can create. However, a large number of rules may impact browser performance.
- **Processing**: Rules are processed at frequent intervals, depending on your volume of classification related traffic.

  Active rules process every four hours, examining classification data going back typically one month. The rules automatically check for new values and upload the classifications using the importer.
- **Overwriting existing classifications**: See *When Do Rules Not Classify Keys?*

  If necessary, you can *delete or remove* existing classifications, using the importer.

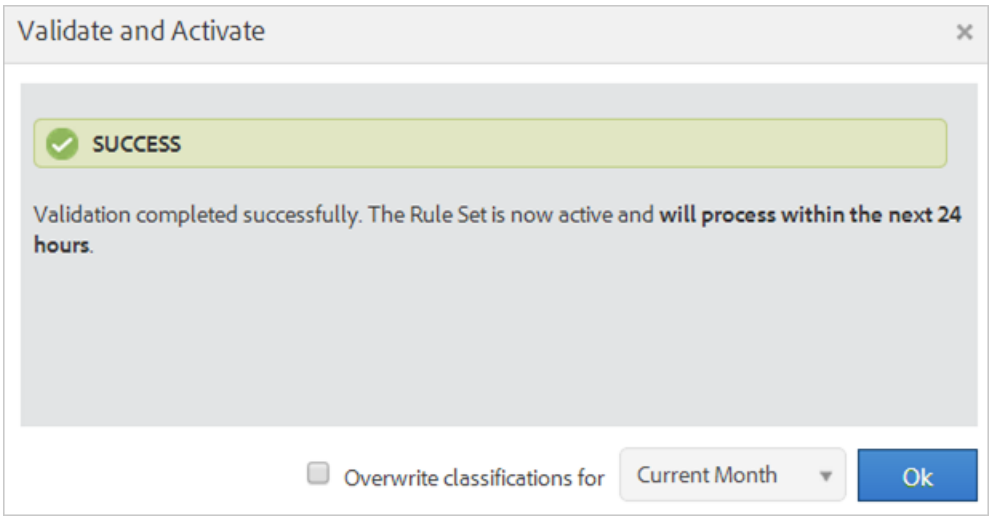
When Do Rules Not Classify Keys?

When you activate rules, you can overwrite existing classifications. In the following situations, a classification rule does not classify a *key* (variable) if:

- The key is already classified and you do not select *Overwrite Classifications*.

  You can overwrite classifications when *adding and activating a rule*, and when activating a data connectors integration. (For data connectors, rules are created by partners in the Dev Center and displayed in the **Classification Rule Builder**.)
- A classified key has not appeared in the data after a time frame specified when overwriting a key, even after you enable *Overwrite Classifications*.
- The key is not classified and the key is never passed into Adobe Analytics after the time frame beginning about one month ago.

Note: *In reports, classifications apply to any time frame specified, whenever a key exists. The date range of a report does not affect reporting.*


Validate and Activate
SUCCESS
Validation completed successfully. The Rule Set is now active and will process within the next 24 hours.
Overwrite classifications for
Current Month
Ok

Regular Expressions in Classification Rules

Use regular expressions to match consistently formatted string values with a classification. For example, you can create a classification from specific characters in a tracking code. You can match particular characters, words, or patterns of characters.

- *Regular Expression - Tracking Code Example*
- *Regular Expression - Classifying a Specific Character*
- *Regular Expressions - Matching Tracking Codes of Varying Length*
- *Regular Expressions - "Does Not Contain" Example*
- *Regular Expressions - Reference Table*

Note: *As a best practice, regular expressions are best suited for tracking codes that use delimiters.*

Regular Expression - Tracking Code Example

Note: *If the tracking code is URL encoded, it will **not** be classified by the Rules Builder.*

In this example, assume you want to classify the following campaign ID:

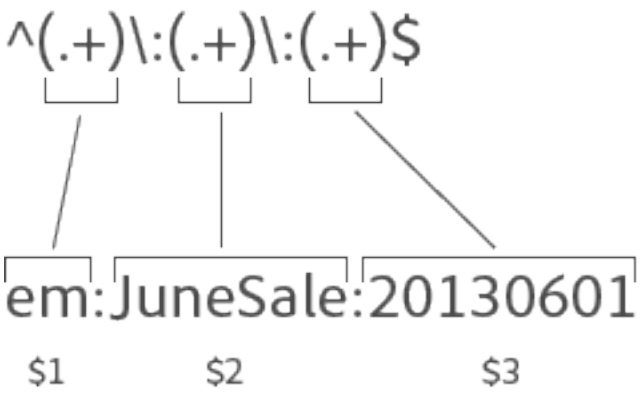
Sample Key: `em:JuneSale:20130601`

The parts of the tracking code you want to classify are:

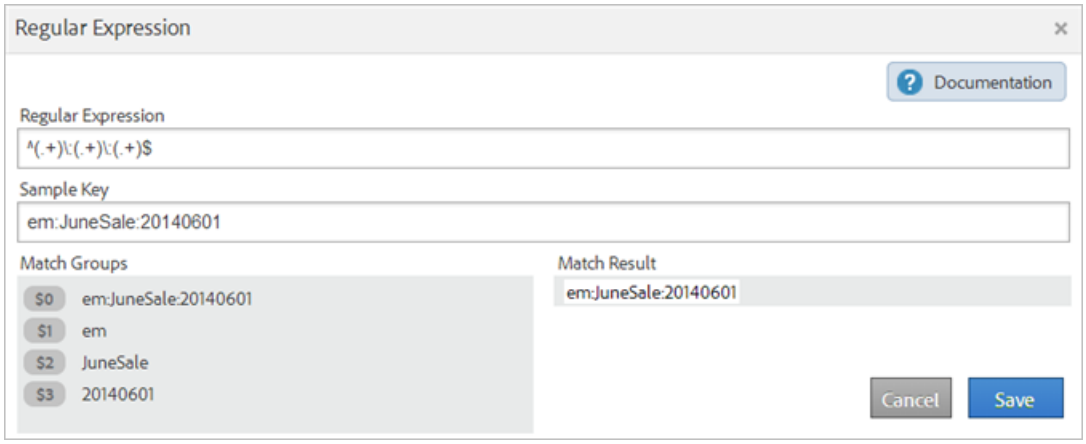
- `em` = email
- `JuneSale` = campaign name
- `20130601` = date

Regular Expression: `^(.+)\:(.+)\:(.+)$`

How the regular expression correlates to the campaign ID:



Match Groups: Shows how the regular expression corresponds to the campaign ID characters, so that you can classify a position in the campaign ID.



This example tells the rule that the campaign date `20140601` is at the third group `(.+)`, identified by `$3`.

Rule Builder

In the **Rule Builder**, configure the rule as follows:

#	Select Rule Type	Enter Match Criteria	Set Classification	To
1	Regular Expression	^(.+)\:(.+)\:(.+)$	Campaign Date	$3

Syntax

Regular Expression	String or Match Result	Corresponding Match Groups
`^(.+)\:(.+)\:(.+)$`	em:JuneSale:20130601	$0: em:JuneSale:20130601 $1: em $2: JuneSale $3: 20130601
Building the syntax	^ = starts the line () = groups characters and lets you extract matching characters in the parentheses.	

Regular Expression	String or Match Result	Corresponding Match Groups
	(.+) = captures one (.) character and (+) any more \ = start of a string. $ = indicates that the preceding character (or character group) is the last in the line.	

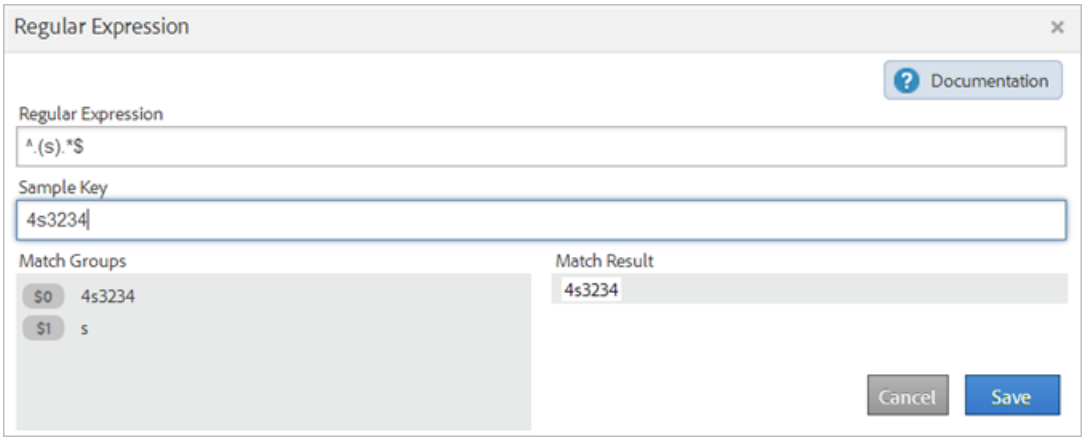
See *Regular Expressions - Reference Table* for information about what the characters in a regular expression mean.

Regular Expression - Classifying a Specific Character

One way to use a regular expression is to classify a specific character in a string of characters. For example, assume that the following tracking code contains two important characters:

Sample Key: **4s**3234

- **4** = brand name
- **s** = identifies a search engine, such as Google



Rule Builder

In the **Rule Builder**, configure the rule as follows:

#	Select Rule Type	Enter Match Criteria	Set Classification	To
	Regular Expression	^.(s).*$	Brand and Engine	$0 (Captures the first two characters for brand name and search engine.)
	Regular Expression	^.(s).*$	Search Engine	$1 (Captures the second character for Google.)

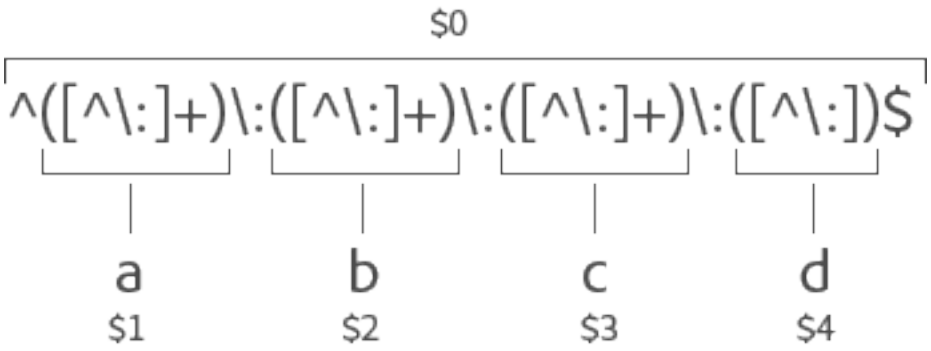
Regular Expressions - Matching Tracking Codes of Varying Length

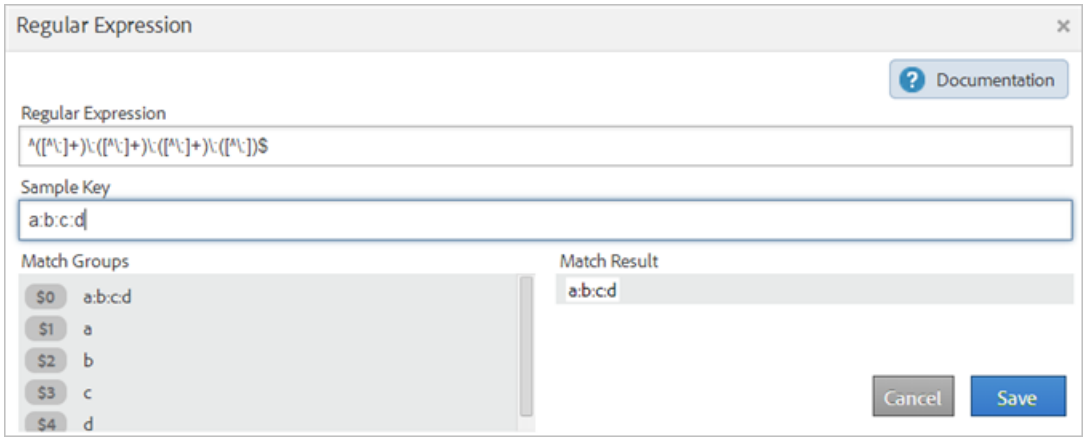
This example shows how to identify specific characters between colon delimiters when you have tracking codes of varying lengths. Adobe recommends using one regular expression for each tracking code.

Sample Keys:

- `a:b`
- `a:b:c`
- `a:b:c:d`

Syntax





Rule Builder

In the **Rule Builder**, configure the rule as follows:

#	Select Rule Type	Enter Match Criteria	Set Classification	To
	Regular Expression For match string **a**:b	`^([^\:]+)\:([^\:]+)$`	a	$1
	Regular Expression For match string a:**b**	`^([^\:]+)\:([^\:]+)$`	b	$2
	Regular Expression For match string **a**:b:c	`^([^\:]+)\:([^\:]+)\:([^\:]+)$`	a	$1
	Regular Expression For match string a:**b**:c	`^([^\:]+)\:([^\:]+)\:([^\:]+)$`	b	$2

#	Select Rule Type	Enter Match Criteria	Set Classification	To
	Regular Expression For match string a:b:**c**	^([^\:]+)\:([^\:]+)\:([^\:]+)$	c	$3
	Regular Expression For match string a:b:c:**d**	^([^\:]+)\:([^\:]+)\:([^\:]+)\:([^\:])$	d	$4

Regular Expressions - "Does Not Contain" Example

This example provides a regular expression that matches any string that does not contain specific characters, in this case `13`.

Regular expression:

```
^(?!.*13.*).*$
```

Test strings:

```
a:b:
a:b:1313
c:d:xoxo
c:d:yoyo
```

Match results:

```
a:b:
c:d:xoxo
c:d:yoyo
```

In this result, `a:b:1313` does not indicate a match.

Regular Expressions - Reference Table

[abc]	A single character of: a, b or c
[^abc]	Any single character except: a, b, or c
[a-z]	Any single character in the range a-z
[a-zA-Z]	Any single character in the range a-z or A-Z
^	Start of line (matches the beginning of the line)
$	Match the end of the line (or before newline at the end)
\A	Start of string
\z	End of string
.	Match any character (except a new line)
\s	Any whitespace character
\S	Any non-whitespace character
\d	Any digit
\D	Any non-digit
\w	Any word character (letter, number, underscore)

\W	Any non-word character
\b	Any word boundary
(...)	Capture everything enclosed
(a|b)	a or b
a?	Zero or one of a
a*	Zero or more of a
a+	One or more of a
a{3}	Exactly 3 of a
a{3,}	3 or more of a
a{3,6}	Between 3 and 6 of a

A good resource for testing regular expression validity is http://rubular.com/.

About Rule Priority

If a key is matched to multiple rules, and it sets the same classification column shown in the **Set Classification** column, the last rule is used. As such, you might want to rank the most important last in your rule set.

If you create multiple rules that do not share the same classification, processing order does not matter.

What follows a search-term rule example that classifies search types for an athlete:

Rule Number	Rule Type	Match	Set Classification	To
1	Contains	Cowboys	Search Type	Team
2	Contains	Fantasy	Search Type	Fantasy
3	Contains	Romo	Search Type	Player

If a user searches for *Cowboys fantasy Tony Romo*, the term *Player* is classified, because it matches the last given classification shown in the Set Classification column.

Similarly, suppose you set up two rules in a set for the following search terms:

Rule Number	Rule Type	Match	Set Classification	To
1	Contains	Cowboys	City	Dallas
2	Contains	Broncos	City	Denver

A user searches for *Cowboys vs. Broncos*. If the rule builder finds a conflict in rule matching, the classification for the second rule (Denver) applies to this search.

Add a classification rule to a rule set

Steps that describe how to add or edit a classification rule.

Add rules by matching a condition to a classification, and specifying the action.

Note: *In this procedure, you must apply the rules to one or more report suites. The recommended number of rules per rule set is between 500 and 1000, although there are no limits. If you have over 100 rules, consider simplifying your rule set by using sub-classifications.*

1. *Create a classification rule set*.

2. On the rule set page, click **Add Rule**.

3. Next to **Report Suites**, click **Add Suites** to specify one or more report suites to assign to this rule set.

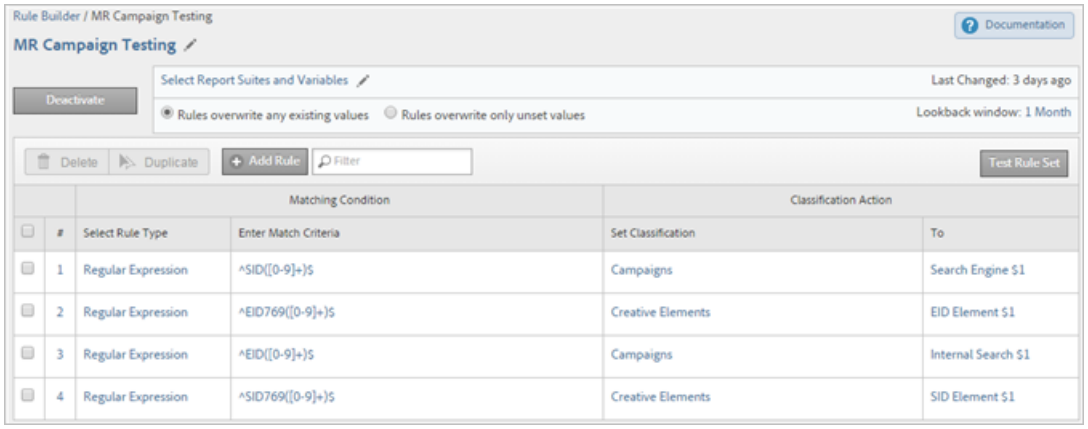
   The **Select Report Suites** page displays.

> ***Note:*** *Report suites display on this page only when the following conditions are met:*
>
> • *The report suites have at least one classification defined for that variable in* ***Admin Tools****.*
>
> *(See Variable in Classification Rule Sets for an explanation about this prerequisite.)*
>
> • *You selected the report suite on the* ***Available Report Suites*** *page, which displays after you click Add Rule Set to create the rule set.*

4. Specify whether to overwrite existing values:

Option	Description
Rules overwrite any existing values	(Default setting) Always overwrite existing classification keys, including classifications uploaded via the importer (SAINT).
Rules overwrite only unset values	Only fill in blank (unset) cells. Existing classifications will not be changed.

5. *Define the rule or rules*.


Rule Builder / MR Campaign Testing
MR Campaign Testing
Documentation
Deactivate
Select Report Suites and Variables
Last Changed: 3 days ago
Rules overwrite any existing values
Rules overwrite only unset values
Lookback window: 1 Month
Delete
Duplicate
Add Rule
Filter
Test Rule Set
Matching Condition
Classification Action
Select Rule Type Enter Match Criteria Set Classification To
1 Regular Expression ^SID([0-9]+)$ Campaigns Search Engine $1
2 Regular Expression ^EID769([0-9]+)$ Creative Elements EID Element $1
3 Regular Expression ^EID([0-9]+)$ Campaigns Internal Search $1
4 Regular Expression ^SID769([0-9]+)$ Creative Elements SID Element $1

For examples of building rules, see *Classification Rule Builder* and *Regular Expressions in Classification Rules*.

> ***Note:*** *If a key matches multiple rules that set the same classification (in the Set Classification column), the last rule that matches the classification is used. See About Rule Priority for more information about sorting rules.*

6. *Test your rule set*.
7. After testing, click **Active** to validate and activate the rule.

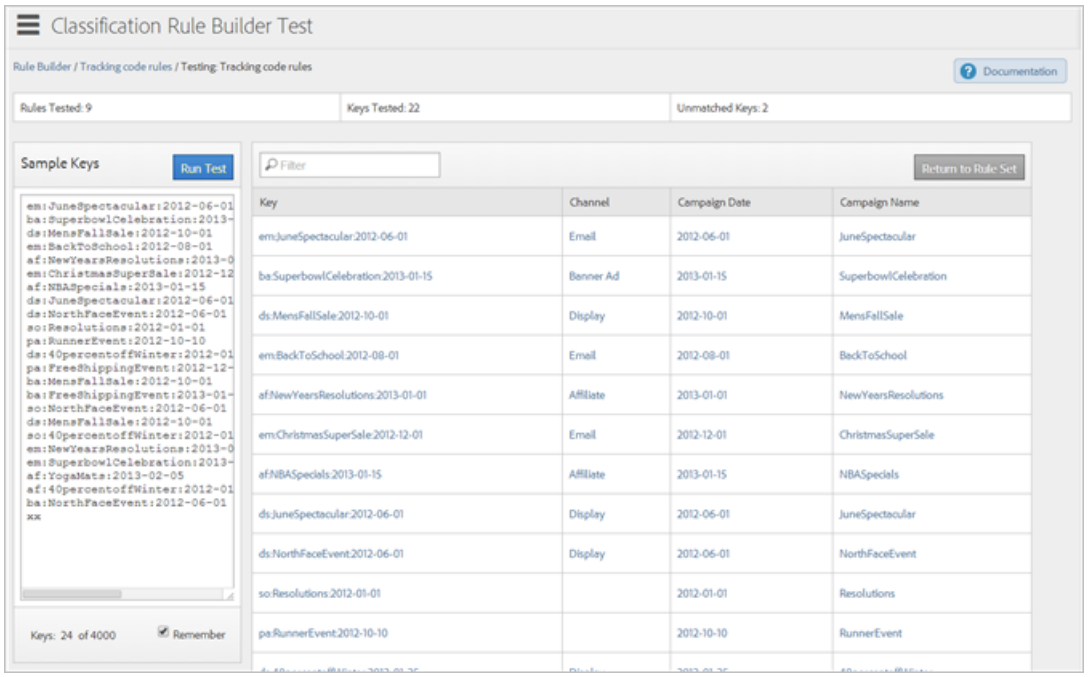
   Activating a rule automatically builds the file and uploads it for you.

   Field definitions: See *Classification Rule Builder* for complete definitions of interface options on this page.

Test a classification rule set

Steps that describe how to test a classification rule or rule set. Running a test checks all the rules in a set.

1. *Create a classification rule set*.
2. On the **Classification Rule Builder**, click the rule set name.
3. Ensure that the rule set is associated with a report suite.
4. On the rule editor, click **Test Rule Set**.



5. Type or paste test keys in the **Sample Keys** field.

   Sample keys include:

   • Tracking codes
   • Search keywords or phrases

   See *Regular Expressions in Classification Rules* for information about testing regular expressions.

6. Click **Run Test**.

   Rules that match are displayed in the **Results** table.

7. (Optional) Click **Activate** to activate the rule, and to overwrite existing classifications.

   See *How Rules Are Processed* for more information about using rules to overwrite existing classifications.

Validate and activate classification rules

Steps that describe how to validate and activate classification rules.

1. *Create a classification rule set*, then *add classification rules* to the set.
2. On the rule editor, click **Activate**.

Validate and Activate
SUCCESS
Validation completed successfully. The Rule Set is now active and will process within the next 24 hours.
Overwrite classifications for
Current Month
Ok

3. (Optional) To overwrite classifications, enable **Overwrite classifications for**<*selection*>.

   This option lets you overwrite existing classifications for affected keys.

   See *Rules Page* for a definition of this option.

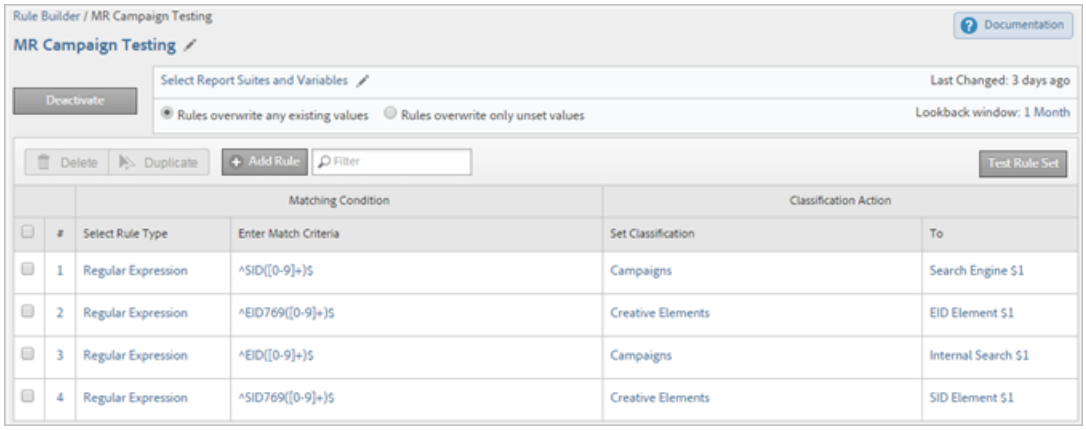
Classification Rules - Definitions

Definitions of interface elements on the pages in the Classification Rule Builder.

- *Rules Page*
- *Regular Expression Page*
- *Testing Page*

Rules Page

This page displays the rules in a rule set.


Rule Builder / MR Campaign Testing
MR Campaign Testing
Documentation
Deactivate
Select Report Suites and Variables
Last Changed: 3 days ago
Rules overwrite any existing values
Rules overwrite only unset values
Lookback window: 1 Month
Delete
Duplicate
Add Rule
Filter
Test Rule Set
Matching Condition
Classification Action
Select Rule Type Enter Match Criteria Set Classification To
1 Regular Expression ^SID([0-9]+)$ Campaigns Search Engine $1
2 Regular Expression ^EID769([0-9]+)$ Creative Elements EID Element $1
3 Regular Expression ^EID([0-9]+)$ Campaigns Internal Search $1
4 Regular Expression ^SID769([0-9]+)$ Creative Elements SID Element $1

Definitions

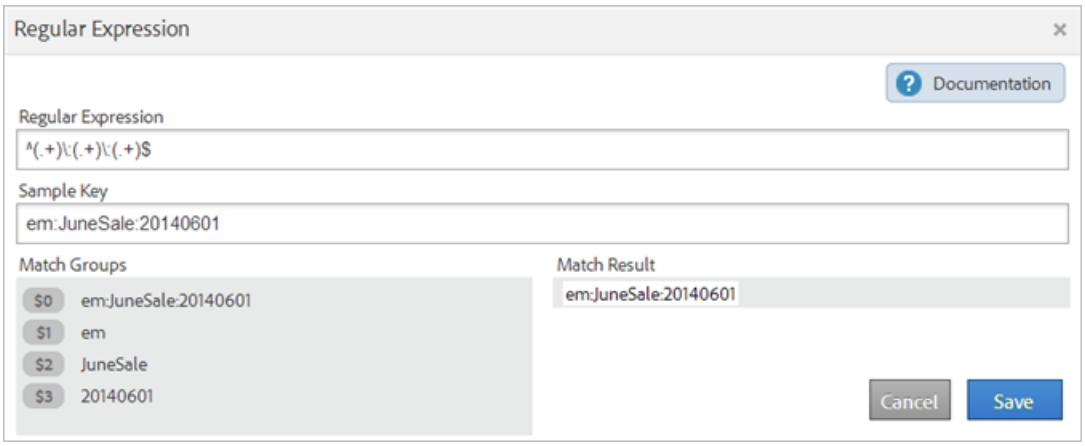
Element	Description
Select Report Suites and Variables	**Report Suite** The report suites to which the rule set applies. **Variable** You can apply only one variable when creating a classification rule set. If you want to create multiple rule sets for one variable, you must apply each rule set to multiple report suites. ***Note:*** *You can use only the variables you have access to in your report suites. Variables will display in the* ***New Rule Set*** *panel only after they have at least one classification defined for that variable.* For example, to make *Pages* available as a variable to the rule set, ensure that the report suite has *traffic classifications* implemented for *Page*. You can create classifications on a variable in **Admin** > **Report Suites** > **Traffic** > **Traffic Classifications** (or **Conversion** > **Conversion Classifications**). Then select the variable, then click **Add Classification**. See *Traffic Classifications* and *Conversion Classifications* in Admin Tools Help.
Activate	Validates and activates a rule. Active rules process daily, examining classification data going back typically one month. The rules automatically check for new values and upload the classifications.
Deactivate	Deactivates the rules so that you can edit and test them.
Configure Report Suites and Variables	Displays the **Available Report Suites** page, where you can select one or more available report suites to use for all your rule sets. (This page also displays when you first run the **Classification Rule Builder**.) This feature is intended to help reduce report suite load time, in the event that you have hundreds of available report suites. The report suites you select here are made available at the rule level, when you click **Add Suites** when *creating a rule.*. ***Note:*** *A report suite becomes available only when the report suites have at least one classification defined for the variable in* ***Admin Tools****.* *(See Variable in Classification Rule Sets for an explanation about this prerequisite.)*
Rules overwrite any existing values	(Default setting) Always overwrite existing classification keys, including classifications uploaded via the importer (SAINT).

Element	Description
Rules overwrite only unset values	Only fill in blank (unset) cells. Existing classifications will not be changed.
Lookback window	When you activate and validate rules, you can specify whether the rules should overwrite existing classifications for affected keys. (Only classified keys that have been previously passed into Adobe Analytics within the time period you specify are affected.) If you to not specify a *lookback window*, the rules look back roughly one month (depending on current day of the month.) Existing classifications are never overwritten unless you enable this option. **Dev Center**: Partners can create classification rules in the **Dev Center**. These rules are deployed when the customer activates an integration. In the **Dev Center**, the **Overwrite Since** option lets the partner specify whether the customer can determine the overwrite value when activating or editing an integration. See *How Rules Are Processed* for more information about rule processing.
Add Rule	Lets you add rules to the rule set. ***Note:*** *If a value is matched twice or more in a set of rules, the system uses the last rule to classify the value.*
Draft	Lets you specify that a rule is in draft mode. Draft status lets you test the rule before running it.
Duplicate	Duplicates (copies) a rule set, so that you can apply the rule set to another variable, or to the same variable in a different report suite.
Test Rule Set	Lets you test the validity of a rule set.
Matching Condition	Specifies the conditions you want that for the rule.
Classification Action	Specifies the action to take when the Matching Condition occurs. For example, you set a Campaign Name to $2, which identifies position 2 in a tracking code as the Campaign Name.
#	The rule number. See *How Rules Are Processed* for more information.
Select Rule Type	Each rule set applies to a specific variable. Valid selections are: • Starts With • Ends With • Contains • *Regular Expression*

Element	Description
Enter Match Criteria	The text pattern you are looking for in a key. These criteria can be search terms, characters, or regular expression.
Set Classification	The classification column you want to set if the match criteria are met.
To	The value you want to specify for the selected classification column if the match criteria is met.
Filter	Lets you search for rules.

Regular Expression Page

You can edit regular expressions on the **Regular Expression** page.



Definitions

Element	Description
Sample Key	The test string to use. For example, you can create a classification from specific characters in a tracking code. You can match particular characters, words, or patterns of characters.
Match Groups	Shows how the regular expression corresponds to the campaign ID characters, so that you can classify a position in the campaign ID.
Match Result	Displays the parts of a string that successfully match the regular expression.

See *Regular Expressions in Classification Rules*.

Testing Page

This page lets you test rules in a set.

Definitions

Element	Description
Run Test	When you test the rule set, use keys from the report to see how they will be impacted by the rule set.
Filter	Filters the values in the **Results** panel.

Sub-Classifications and the Rule Builder - Use Case

You can combine the Classification Rule Builder with sub-classifications to simplify classification management and reduce the number of rules required. You might want to do this if your tracking code consists of codes that you would like to classify separately.

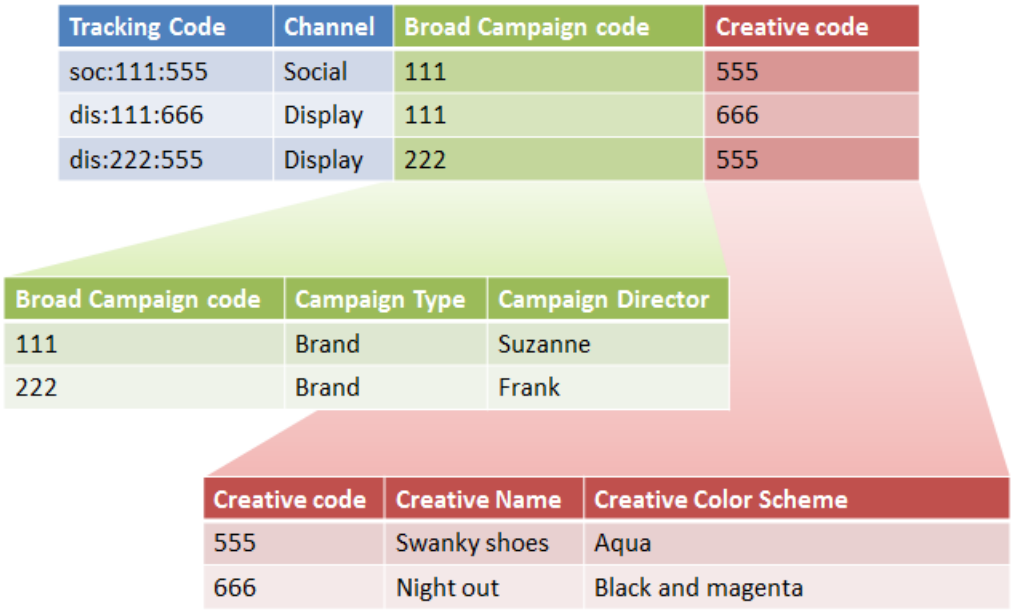
See *Sub-Classifications* for conceptual information about sub-classifications.

Example

Assume the following tracking code:

```
channel:broad_campaign:creative
```

A classification hierarchy allows you to apply a classification to a classification (called *sub-classification*). Meaning, you can use the importer like a relational database, with multiple tables. One table maps full tracking codes to keys, and another maps those keys to other tables.



Tracking Code	Channel	Broad Campaign code	Creative code
soc:111:555	Social	111	555
dis:111:666	Display	111	666
dis:222:555	Display	222	555

Broad Campaign code	Campaign Type	Campaign Director
111	Brand	Suzanne
222	Brand	Frank

Creative code	Creative Name	Creative Color Scheme
555	Swanky shoes	Aqua
666	Night out	Black and magenta

After you have this structure in place, you can use the *Classification Rule Builder* to upload small files that only update the lookup tables (the green and red tables in the preceding image). Then, you can use the rule builder to keep the main classification table up-to-date.

The following task describes how to accomplish this.

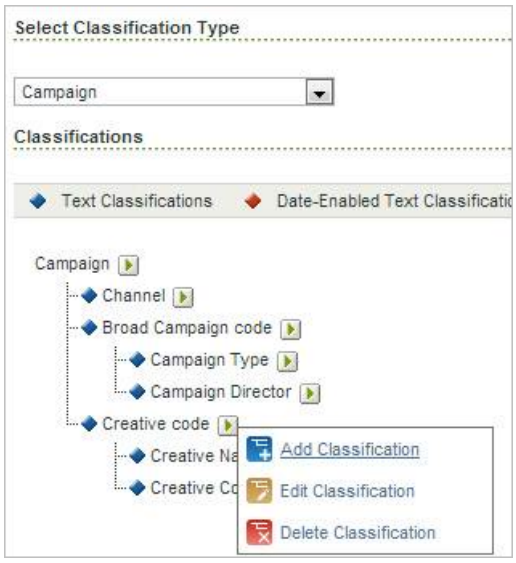
Set up sub-classifications using the Rule Builder

Example steps that describe how you can upload sub-classifications using the Rule Builder.

Note: *These steps describe how to accomplish the use case described in Sub-Classifications and the Rule Builder - Use Case.*

1. Create classifications and sub-classifications in the *Classification Manager*.

   Example:



2. In the *Classification Rule Builder*, classify the sub-classification key from the original tracking code.

   You perform this using a regular expression. In this example, the rule to populate *Broad Campaign code* would use this regular expression:

#	Rule Type	Match	Set Classification	To
	Regular Expression	[^\:]:([^\:]):([^\:])	Broad Campaign code	$1
	Regular Expression	[^\:]:([^\:]):([^\:])	Creative code	$2

   Note: *At this point, you do not populate the sub-classifications Campaign Type and Campaign Director.*

3. Upload a classification file that includes only the sub-classifications specified.

   See *Multiple-Level Classifications*.

   Example:

Key	Channel	Broad Campaign code	Broad Campaign code^Campaign type	Broad Campaign code^Campaign Director	...
*		111	Brand	Suzanne	
*		222	Brand	Frank	

4. To maintain the lookup tables, upload a small file (as shown above).

   You would upload this file, for example, when a new *Broad Campaign code* is introduced. This file would apply to previously classified values. Likewise, if you create a new sub-classification (such as *Creative Theme* as a sub-classification of *Creative code*), you upload only the sub-classification file, rather than the entire classification file.

   For reporting these sub-classifications function exactly like top-level classifications. This reduces the management burden required to use them.

SAINT Bernard

(Unsupported) SAINT Bernard is an AIR application that lets you create a tracking code and classify it at the same time. You can generate the URL, and can use it in a campaign.

Two tools are available:

SAINTBernardPup: A simple tool to automatically create campaign Ids and upload the classification data to SAINT.

SAINTBernard: The enterprise tool you can use to download, edit, and upload classification data.

See the *Developer Connection Gallery* for more information, or contact Adobe Engineering Services.

Numeric 2 Classifications

Numeric 2 classifications provide custom, flexible metrics that you can import into the Adobe Marketing Cloud via the importer.

A common way to use numeric 2 classifications is for numeric variables that change over time for different items, such as the cost of goods sold. In admin, you can create classifications on the **Conversion Classification** page, and then use the importer to export a file, make edits, and then import the file back in to Adobe. After importing the data, you can use the numeric classifications when creating calculated metrics.

The following table illustrates the differences among classification types:

FEATURE	TEXT	NUMERIC 1.0	NUMERIC 2.0
Displays as a report	Yes	No	No
Can be used as a metric	No	Yes	Yes
Can be created on the base report	Yes	No	Yes
Calculated based on events	No	Yes	Yes
Multiple rows per key	No	No	Yes
Can have different values for different time periods	No	No	Yes
Can be used in calculated metrics	No	Yes	Yes

Create Numeric 2 Classifications

You create numeric 2 classifications the same way you create other classifications. You can add numeric 2 classifications only to conversion or channel variables.

1. Click **Admin Tools** > **Report Suites**.
2. Select the report suite, then click **Edit Settings** > **Conversion** > **Conversion Classifications**.
3. Click the **Add Classification** icon ( ).
4. Fill in the fields:

   Select Type: Select **Numeric 2**.

   Name: Specify a name for the classification.

   Numeric: Select whether this classification is **Percent (%)** or **Currency ($)**.

5. Click **Save**.

Import Numeric 2 Classifications

The import and export file includes six columns for each numeric 2 classification.

The following definitions assume that your numeric 2 classification name is MyCost.

~MyCost: A descriptive name for the row.

~MyCost^~id~: The ID for editing an existing row. When you add a new row, this should be blank. An ID is automatically assigned when you export from the Classification Manager.

~MyCost^~value~: The value for the row. If the rate column is fixed, then this is a flat value distributed over the whole period. If the rate column is an event, then this is the multiplier for that event. This entry should not contain commas.

~MyCost^~period~: The period of time to which this row corresponds. This must include a beginning and ending date, separated by a dash. The dash must be enclosed in spaces. The definition should be formatted as follows:

YYYY/MM/DD - YYYY/MM/DD

~MyCost^~rate~: The event to multiply by the **Value** column. Valid values are:

• fixed - used to indicate that value is a flat value to be spread over the period.
• revenue
• order
• unit
• scopen
• scviews
• instance
• click
• checkout
• scadd
• scremove
• event 1
• event 2
• etc

~MyCost^~hinge~: The event to use to distribute the value during a breakdown. This value is often the same as **~MyCost^~rate~**, unless you are using **fixed**. The valid values for this column are identical to that of **~MyCost^~rate~**, with the addition of **none**.

Examples

Examples to provide guidance for importing numeric 2 classifications.

Example 1: Rate

Example showing two classifications, a text classification named MyText, and a numeric 2 classification named MyCost.

In this case, you created the classification on the **Classification Conversion** manager and want to import the January values:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_jan_var		.2
Product2	Text2	Cost2_jan_var		.3

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/01/01 - 2010/01/31	revenue	revenue
2010/01/01 - 2010/01/31	revenue	revenue

In January, Product1 had a cost of 20% of its revenue (shown in ~MyCost^~value~) and Product2 had a cost of 30% of its revenue. Because you are importing a new row, ~MyCost^~id~ is blank.

Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

Products	Revenue	MyCost
Product1	$10,000.23	$2000.05
Product2	$9,000.04	$2700.01

Example 2: Rate

Expanding on the previous example (Example 1: Rate), the customer exports the data from January and adds the data for February.

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_jan_var	1	.2
Product2	Text2	Cost2_jan_var	2	.3
Product1	Text1	Cost1_feb_var		.15
Product2	Text2	Cost2_feb_var		.25

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/01/01 - 2010/01/31	revenue	revenue
2010/01/01 - 2010/01/31	revenue	revenue
2010/02/01 - 2010/02/28	revenue	revenue
2010/02/01 - 2010/02/28	revenue	revenue

In February, the user's cost for Product1 went down to 15% of the revenue, and Product2 went down to 25% of its revenue.

Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

Products	Revenue	MyCost
Product1	$10,000.23	$2000.05
Product2	$9,000.04	$2700.01

Period: Feb 2010

Report: Products

Products	Revenue	MyCost
Product1	$15,500.75	$2325.11
Product2	$12,300.52	$3075.13

Period: Jan 1, 2010 - Feb 28, 2010

Report: Products

Products	Revenue	MyCost
Product1	$25,500.98	$4325.16
Product2	$21,300.56	$5,775.14

Example 3: Fixed

For March, you do not see per-unit cost data, but you do know that you had a total of $3000 in costs for Product1 for the whole month of March.

You would therefore import the following data:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3000.00
Product2	Text2	Cost2_jan_fixed		2000.00

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	fixed	none
2010/03/01 - 2010/03/31	fixed	none

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products

Products	Revenue	MyCost
Product1	$11,023.75	$3000.00
Product2	$8,000.12	$2000.00

Example 4: (Advanced) Multiple Row per Time Period

Numeric 2 classifications provide multiple rows per time period to reflect multiple costs. Every item can have as many rows of costs for any arbitrary time periods that the report calls for.

In this example, you add a $500 shipping charge to Product1 for January, and a $600 shipping charge to February.

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_jan_var	1	.2
Product1	Text1	Cost2_jan_fixed		500
Product1	Text1	Cost1_feb_var	2	.15
Product1	Text1	Cost2_feb_fixed		600

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/01/01 - 2010/01/31	revenue	revenue
2010/01/01 - 2010/01/31	fixed	none
2010/02/01 - 2010/01/31	revenue	revenue
2010/02/01 - 2010/01/31	fixed	none

The rows that were previously imported have an ID, which indicates that they are not new costs.

Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

Products	Revenue	MyCost
Product1	$10,000.23	$2500.05

Advanced Usage: Hinge Examples

The **hinge** field determines how the value is distributed when the report is broken down. The most common use of **hinge** is if the rate is fixed, and you want to determine which event should determine the distribution of the value. **Hinge** can also be used with the rate in various ways.

Note: *This feature is for advanced users to approximate values. The resulting information should not be treated as exact values.*

Example 6: Identical Rate/Hinge

The **hinge** determines how the value is distributed during a breakdown. Normally, this means that the rate and hinge fields are the same.

The following illustrates this example:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_var		1

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	order	order

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products by Page

Products by Page	Orders	MyCost
Product1	1000	$1000.00
Home Page	600	$600
Shopping Cart	400	$400

Example 5: Fixed/No Hinge

Going back to the information from example 3, we'll first show what happens during a breakdown when there's no **hinge** value set.

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3000.00
Product2	Text2	Cost2_mar_fixed		2000.00

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	fixed	none
2010/03/01 - 2010/03/31	fixed	none

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products by Page

Products by Page	Orders	MyCost
Product1	1000	$3000.00
Home Page	600	0
Shopping Cart	400	0

Example 7: Fixed/Hinge

Instead of putting none as the value of **hinge**, you can distribute the value by orders when breaking down products.

In this case, you would import the following data:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3000.00

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product2	Text2	Cost2_mar_fixed		2000.00

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	fixed	revenue
2010/03/01 - 2010/03/31	fixed	revenue

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products by Page

Products by Page	Orders	MyCost
Product1	1000	$3000.00
Home Page	600	$1800.00
Shopping Cart	400	$1200.00

Example 7 Continued: Different Rate/Hinge
Now, instead of using a rate of fixed or having the **hinge** and rate the same, you can set the values to be different. For example, assume that the cost was based on the number of orders, but you want to distribute it during a breakdown by revenue.

In this case, you import the following file data:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	order	revenue

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products by Page

Products by Page	Orders	MyCost
Product1	1000	$3000.00
Home Page	600	$1,000.00
Shopping Cart	400	$2,000.00

Troubleshooting Classifications

Resources to help you troubleshoot issues with the importer.

- *None, Unspecified, Unknown, and Other in reporting*
- *Common Classification Upload Issues*
- *Delete classification data*

Co-Branding

The **Manage Co-Branding Image** page lets you display your company logo in downloaded reports.

Analytics > **Admin** > **Company Settings** > **Co-Branding**

Use the following image guidelines for the best results:

- For best results in PDF output, upload a 417x125 pixel image.

Code Manager

Code manager lets you download data collection code for web and mobile platforms.

Analytics > **Admin** > **Code Manager**.

After you download the library, you must configure the code to send data to the correct tracking server and report suite. Additional implementation resources are available at *Developer & Implementation*.

Code Manager Page Descriptions

Column	Description
Name	The name matches the platform where you want to enable data collection. Native libraries are provided for each platform listed in this column.
Type	Type of applications that can be measured using each library.
Version	List the latest version of the library. Click the version number to view the *release history*.
Documentation	View the library reference documentation.

Legacy Code Manager

Legacy Code Manager provides access to saved code archives and other libraries that are not actively being developed.

Analytics > **Admin** > **Code Manager**. There is a link to the legacy code manager below the table.

Adobe provides data collection code for several platforms so you can measure website, application, and video usage in your marketing campaigns. When generating code, the supported platforms include:

Additional implementation resources are available at *Developer & Implementation*.

Legacy Code Manager Page Descriptions

The following table describes the fields and options you use to generate code.

Element	Description
Report Suite	The report suite specified in the Code Manager is used to populate the *s_account* variable in the JavaScript file. If you plan to use a single JavaScript file across multiple properties, declare the *s_account* variable on the HTML page rather than in the JavaScript file. For more information about this option, contact an Adobe representative.
Character Encoding	Specifies the desired character-encoding format for the generated code. Ensure that setting matches the character encoding on your website. Selecting the wrong character encoding can cause permanent data loss because text is improperly converted upon receipt. The character encoding drop-down populates the *charSet* called, which is used by Adobe's data collection servers to translate any characters into UTF-8 for storage. Adobe supports all character sets that can be converted to UTF-8. ***Note:*** *An error in the character encoding can cause permanent loss of data, because the text will be improperly converted when received. Please select the correct character encoding of your web site.* If your web site(s) use multiple character encoding, you can dynamically change the value of the *charSet* variable by declaring on your HTML file. Use **Search for Character Encodings** option to see

Element	Description
	all supported character encoding. Note that the character set in use on your site may have a different name than the corresponding character set listed in this tool.
Currency	Specifies the currency to use for conversion from the transaction currency to the base currency of your web site. The currency is the currency in which data is stored in reporting. All currency amounts are converted from the transaction currency to the base currency upon receipt of the data, based on the current conversion rate. The **Currency** drop-down is used to populate the *currencyCode* JavaScript variable. If your site allows transactions in multiple currencies, you can declare the *currencyCode* variable dynamically on your HTML page rather than in the JavaScript file.
Number of periods in domain name	Specify the number of periods in your website's domain name. For example, `www.acme.com = 2 periods; www.acme.co.uk = 3 periods`.
Use https:// instead of http://	Select to generate code using secure HTTP (SSL) instead of standard HTTP.
Code Archive Name	A name for the code archive.
Code Archive Description	(Optional) A detailed description of the code in the archive. This field has a 255 character limit.

Save Tracking Code Descriptions

When you generate code, you can archive it on the **Code Manager** page.

The archived code table displays the archive name, description, creation date, and the actual code in text format. The archive lets you securely store code versions in case you need them in the future.

The following table describes the fields and options you use to archive code.

Element	Description
Code Archive Name	A name for the code archive.
Code Archive Description	(Optional) A detailed description of the code in the archive. This field has a 255 character limit.

Company Settings

The **Company Settings** page lets you configure settings that apply to all report suites managed by your organization.

Analytics > **Admin** > **Company Settings**

- *Security Manager*
- *Support*
- *Web Services*
- *Report Builder Reports*
- *Manage P3P Policy*
- *Single Sign-On*
- *Pending Actions*
- *Co-Branding*
- *Preferences Manager*
- *Hide Report Suites*
- *Cross Product Login*

Conversion

Anything that you consider a success event can be tracked through the **Conversion Module**. The success event is any event that drives visitors to your site, such as sales, marketing, and so forth.

To access conversion settings:

1. Click **Analytics** > **Admin** > **Report Suites**, then select a report suite.
2. Click **Edit Settings** > **Conversion** > <*selection*>.

Conversion Variables (eVar)

The *Custom Insight Conversion Variable* (or eVar) is placed in the Adobe code on selected web pages of your site. Its primary purpose is to segment conversion success metrics in custom marketing reports. An eVar can be visit-based and function similarly to cookies. Values passed into eVar variables follow the user for a predetermined period of time.

When an eVar is set to a value for a visitor, Adobe automatically remembers that value until it expires. Any success events that a visitor encounters while the eVar value is active are counted toward the eVar value.

eVars are best used to measure cause and effect, such as:

- Which internal campaigns influenced revenue
- Which banner ads ultimately resulted in a registration
- The number of times an internal search was used before making an order

If traffic measurement or pathing is desired, using traffic variables is recommended.

Conversion Variables - Descriptions

Descriptions of fields used when *editing conversion variables*.

Element	Description
Name	The friendly name of the conversion variable. This name is how the eVar is referred to in general reporting, and will be the name of the report in the left-hand menu.
Type (eVar only)	The type of variable value: **Text String:** Captures text values used on your site. This is the most common type of eVar, and the default setting. It acts similar to other variables, where the value within it is a static text string. If you are tracking things such as internal campaigns or internal search keywords, this is the recommended setting. **Counter:** Counts the number of times an action occurs before the success event. For example, if you use an eVar to track internal searches on your site, set this value to **Text String** to track the use of search terms. Set this value to **Counter** to count the number of searches made, regardless of search terms used. For example, you can use a counter eVar to track the number of times someone used your internal search before making a purchase.
Allocation	Determines how Analytics assigns credit for a success event if a variable receives multiple values before the event. Supported values include: **Most Recent:** The last eVar value always receives credit for success events until that eVar expires. **Original Value:** The first eVar always receives credit for success events until that eVar expires. **Linear:** Allocates success events equally across all eVar values. Since Linear allocation accurately distributes values only within a visit, use Linear allocation with an eVar expiration of Visit. ***Note:*** *Switching allocation to or from Linear prevents historical data from displaying. Mixing allocation types in the reporting interface can lead to misstated data in reports. For example, Linear allocation might divide revenue across a number of different eVar values. After changing back to*

Element	Description
	Most Recent allocation, 100% of that revenue would be associated with the most recent single value. This association can lead to incorrect conclusions by users. To avoid the likelihood of confusion in reporting, Analytics makes the historical data unavailable to the interface. It can be viewed if you decide to change the given eVar back to the initial allocation setting, although you should not change eVar allocation settings simply to access the historical data. Adobe recommends using a new eVar when new allocation settings are desired for data already being recorded, rather than changing allocation settings on an eVar that already has a significant amount of historical data built up.
Expire After	Specifies a time period, or event, after which the eVar value expires (no longer receives credit for success events). If a success event occurs after eVar expiration, the None value receives credit for the event (no eVar was active). If you select an event as an expiration value, the variable expires only if the event occurs. If the event does not occur, the variable never expires. The available expiration options can be classified under four main categories: • At a page view or visit level. Conversion events beyond the page view or visit do not associate with the eVar. • Based on a time period, such as day, week, month, or year. Conversion events beyond the specified time period do not associate with the eVar. The expiration period starts when the variable is set. • Specific conversion events. Any other conversion events that fire after the specific event designated associate with the eVar. • Never. As long as the *visitorID* cookie is intact, any amount of time can pass between eVar and event.
Status (eVar only)	Defines the eVar status: **Disabled:** Disables the eVar. Removes the eVar from the conversion variable list. **No Subrelations:** Prevents you from breaking down the eVar with a subrelation. **Basic Subrelations:** Lets you break down an eVar by any report with full subrelations (for example, Products or Campaign).
Reset	Resets any existing value in the eVar. Use this setting when repurposing an eVar so you do mix an old value into a new report. Resetting does not erase historical data.
Merchandising	Merchandising variables can follow one of two syntaxes: **Products Syntax:** Associates the eVar value to a product.

Element	Description
(eVar only)	***Note:*** *If Products Syntax is selected, the Merchandising Binding Event section is disabled and not selectable for edit. For this syntax, Binding Events are not applicable.* **Conversion Variable Syntax:** Associates the eVar with a product only if a Binding Event occurs. In this case, you select the events that act as Binding Events. Changing this setting without updating your JavaScript code accordingly causes lost data. See *Merchandising Variables*.
Merchandising Binding Event (eVar only)	If Merchandising is set to **Conversion Variable Syntax**, the selected events bind the current eVar value with a product. To use a Binding Event, set **Allocation to Most Recent**. If **Allocation is Original Value**, the first eVar product binding remains until the eVar expires.

Edit conversion variables

Steps that describe how to add or edit conversion variables.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Conversion Variables**.
4. On the **Conversion Variables** page, click the **Expand** icon [+] next to the conversion variable you want to modify.

   Or

   Click **Add New** to add an unused eVar to the report suite.
5. Select the conversion variable fields you want to modify.

   See *Conversion Variables - Descriptions*. Some fields let you type directly in the field. Others let you select from a drop-down list of supported values.
6. Click **Save**.

Cross Product Login

The **Cross Product Login** tab is available only if you have an active Search&Promote, Target account.

1. **Analytics** > **Admin** > **Company Settings**
2. Click the **Cross Product Login** tab.
3. Enable the product, then click **Save**.

Currency Codes

Currency codes used in the Marketing Cloud.

USD	United States Dollars
AED	United Arab Emirates Dirhams
AFA	Afghanistan Afghanis
ALL	Albania Leke
AMD	Armenia Drams
ANG	Netherlands Antilles Guilders
AOA	Angola Kwanza
ARS	Argentina Pesos
AUD	Australia Dollars
AWG	Aruba Guilders
AZM	Azerbaijan Manats
BAM	Bosnia and Herzegovina Convertible Marka
BBD	Barbados Dollars
BDT	Bangladesh Taka
BGN	Bulgaria Leva
BHD	Bahrain Dinars
BIF	Burundi Francs
BMD	Bermuda Dollars
BND	Brunei Dollars
BOB	Bolivia Bolivianos
BRL	Brazil Reais
BSD	Bahamas Dollars
BTN	Bhutan Ngultrum
BWP	Botswana Pulas
BYR	Belarus Rubles
BZD	Belize Dollars
CAD	Canada Dollars
CDF	Congo/Kinshasa Francs
CHF	Switzerland Francs
CLP	Chile Pesos
CNY	China Yuan Renminbi
COP	Colombia Pesos
CRC	Costa Rica Colones
CSD	Serbia Dinars
CUP	Cuba Pesos

CVE	Cape Verde Escudos
CYP	Cyprus Pounds
CZK	Czech Republic Koruny
DJF	Djibouti Francs
DKK	Denmark Kroner
DOP	Dominican Republic Pesos
DZD	Algeria Dinars
EEK	Estonia Krooni
EGP	Egypt Pounds
ERN	Eritrea Nakfa
ETB	Ethiopia Birr
EUR	Euro
FJD	Fiji Dollars
FKP	Falkland Islands Pounds
GBP	United Kingdom Pounds
GEL	Georgia Lari
GGP	Guernsey Pounds
GHC	Ghana Cedis
GIP	Gibraltar Pounds
GMD	Gambia Dalasi
GNF	Guinea Francs
GTQ	Guatemala Quetzales
GYD	Guyana Dollars
HKD	Hong Kong Dollars
HNL	Honduras Lempiras
HRK	Croatia Kuna
HTG	Haiti Gourdes
HUF	Hungary Forint
IDR	Indonesia Rupiahs
ILS	Israel New Shekels
IMP	Isle of Man Pounds
INR	India Rupees
IQD	Iraq Dinars
IRR	Iran Rials
ISK	Iceland Kronur

JEP	Jersey Pounds
JMD	Jamaica Dollars
JOD	Jordan Dinars
JPY	Japan Yen
KES	Kenya Shillings
KGS	Kyrgyzstan Soms
KHR	Cambodia Riels
KMF	Comoros Francs
KPW	North Korea Won
KRW	South Korea Won
KWD	Kuwait Dinars
KYD	Cayman Islands Dollars
KZT	Kazakhstan Tenge
LAK	Laos Kips
LBP	Lebanon Pounds
LKR	Sri Lanka Rupees
LRD	Liberia Dollars
LSL	Lesotho Maloti
LTL	Lithuania Litai
LVL	Latvia Lati
LYD	Libya Dinars
MAD	Morocco Dirhams
MDL	Moldova Lei
MGA	Madagascar Ariary
MKD	Macedonia Denars
MMK	Myanmar Kyats
MNT	Mongolia Tugriks
MOP	Macau Patacas
MRO	Mauritania Ouguiyas
MTL	Malta Liri
MUR	Mauritius Rupees
MVR	Maldives Rufiyaa
MWK	Malawi Kwachas
MXN	Mexico Pesos
MYR	Malaysia Ringgits

MZM	Mozambique Meticais
NAD	Namibia Dollars
NGN	Nigeria Nairas
NIO	Nicaragua Cordobas
NOK	Norway Kroner
NPR	Nepal Rupees
NZD	New Zealand Dollars
OMR	Oman Rials
PAB	Panama Balboas
PEN	Peru Nuevos Soles
PGK	Papua New Guinea Kina
PHP	Philippines Pesos
PKR	Pakistan Rupees
PLN	Poland Zlotych
PYG	Paraguay Guarani
QAR	Qatar Riyals
ROL	Romania Lei
RUR	Russia Rubles
RWF	Rwanda Francs
SAR	Saudi Arabia Riyals
SBD	Solomon Islands Dollars
SCR	Seychelles Rupees
SDD	Sudan Dinars
SEK	Sweden Kronor
SGD	Singapore Dollars
SHP	Saint Helena Pounds
SIT	Slovenia Tolars
SKK	Slovakia Koruny
SLL	Sierra Leone Leones
SOS	Somalia Shillings
SPL	Seborga Luigini
SRG	Suriname Guilders
STD	São Tomé and Principe Dobras
SVC	El Salvador Colones
SYP	Syria Pounds

SZL	Swaziland Emalangeni
THB	Thailand Baht
TJS	Tajikistan Somoni
TMM	Turkmenistan Manats
TND	Tunisia Dinars
TOP	Tonga Pa'anga
TRL	Turkey Liras
TTD	Trinidad and Tobago Dollars
TVD	Tuvalu Dollars
TWD	Taiwan New Dollars
TZS	Tanzania Shillings
UAH	Ukraine Hryvnia
UGX	Uganda Shillings
UYU	Uruguay Pesos
UZS	Uzbekistan Sums
VEB	Venezuela Bolivares
VND	Vietnam Dong
VUV	Vanuatu Vatu
WST	Samoa Tala
XAF	Central African CFA franc
XAG	Silver Ounces
XAU	Gold Ounces
XCD	East Caribbean Dollars
XDR	International Monetary Fund Special Drawing Rights
XOF	Communaut inanci Africaine Francs BCEAO
XPD	Palladium Ounces
XPF	Comptoirs Fran s du Pacifique Francs
XPT	Platinum Ounces
YER	Yemen Rials
ZAR	South Africa Rand
ZMK	Zambia Kwacha
ZWD	Zimbabwe Dollars
SRD	Suriname Dollars
CUC	Cuba Convertible Pesos
TRY	Turkey Lira

RUB	Russia Rubles
RON	Romania New Lei
AFN	Afghanistan Afghanis
AZN	Azerbaijan New Manats
MZN	Mozambique Meticais
GHS	Ghana Cedis
RSD	Serbia Dinars
SDG	Sudan Pounds
VEF	Venezuela Bolivares Fuertes
TMT	Turkmenistan New Manats

Custom Report Descriptions

You can provide custom report descriptions for eVars, props, classifications and events. The descriptions are visible to all of your end users.

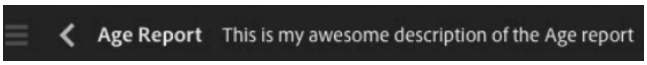
Analytics > **Admin** > **Report Suites** > **Edit Settings** > ***variable***

Note: *Adding descriptions is available for most traditional classifications, but not currently for mobile classifications.*

1. Provide a description for the report. The maximum number of characters is 255.
2. Click **Save**.

The description is visible in two places:

• In the title bar for that report:



• As a tool tip when you hover over the report in the left navigation:

Customize Calendar

Calendar options in other than the Gregorian model. Options include the 4-4-5 and 4-5-4 calendar models, both of which are used as standards for the retail industry. Additionally, reporting offers an option for a completely customizable calendar that you can set up yourself.

: Changing the calendar changes the way data is processed (i.e. the definition of weekly and monthly unique visitors). When a calendar's definition of weeks and months changes, historical data is not altered.

You can use the calendar to define the first day of the week and year, or use a different retail calendar style. The calendar formats are used to for various purposes, including sales comparison and forecast standardization, payroll cost analysis, or physical inventory count regulation. For example, the retail industry uses the 4-5-4 accounting calendar to support selling season's particular to the retail industry. Each of the calendar formats is described below.

Customize Calendar Descriptions

Calendar	Description
Gregorian Calendar	Uses the traditional calendar format (January through December, with 30 or 31 days and a variable number of weeks in each month).
Modified Gregorian Calendar	Uses the Traditional Gregorian Calendar but enables you to select the first month of the year and first day of the week.
4-5-4 Retail Calendar	Breaks down each month by the number of weeks in the month. Meaning, January has four weeks, and so on. The National Retail Federation uses the 4-5-4 calendar format.
Custom Calendar	Offers 4-5-4 and 4-4-5 formats based on the number of weeks in each month; meaning, January has four weeks, February has five weeks, and so on. The number of weeks in each month depends on the selected first day of the year. The custom format offers a 364-day year. Since the average year contains 365 days, you can select a future year to which you can apply the extra days. Once you define the custom calendar, the new calendar format is used to process correct data set for given report request.

Set up the custom calendar

Steps that describe how to set up the custom calendar.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. On the **Report Suite Manager**, select a report suite.
3. Click **Edit Settings** > **General** > **Customize Calendar**.
4. Select a calendar type described in *Customize Calendar Descriptions*.
5. Click **Save**.

Data Sources

The Data Sources feature allows you to import data to Analytics from offline sources. Once imported, this data can be treated and handled similarly to data that was collected natively.

Use Data Sources to:

- Integrate offline data with data collected from your web site.
- Collect data from web servers, call centers, or other systems. Then import it into the Marketing Cloud to see conversion from all avenues of your organization.
- Optimize keyword bid management based on offline lead fulfillment through SearchCenter.

When Data Sources is activated on a report suite, an FTP location is provided so you can upload files to be integrated into reporting. Once uploaded, Adobe servers automatically process the data and integrate it into your report suite.

See *Data Sources Help*.

Default Metrics

Reports and analytics displays a default set of metrics in all conversion reports, unless a user selects a custom set of metrics. The selected metrics display for all users of the associated report suite. You can update only one report suite's default metrics at a time. These settings do not guarantee the order in which the default metrics are displayed.

Specify default metrics

Steps that describe how to select default metrics for conversion reports.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Individual Report Suite Settings** > **Default Metrics**.
4. Specify the desired metrics, then click **Save**.

Note: *If you select a currency-based metric, the value passed into currency events is converted from the page currency to the report suite's base currency upon receipt.*

Exclude By IP Address

You can exclude data from specific IP addresses, such as internal website activities, site testing and employee usage, from your reports. Excluding data improves report accuracy by excluding IP address data. Additionally, you can remove data from denial of service or other malicious events that can skew report data. You can configure exclusion or by using your firewall.

Admin tools > **Exclude by IP**

- *Exclude By Cookie*
- *Exclude by IP Address*
- *Exclude by Firewall*

Exclude By Cookie

Lets you exclude this computer from being tracked in your account. If you choose to exclude your computer, any data generated from your computer is not counted.

This feature allows you and your colleagues to visit your site without skewing your traffic data. You may want to use this feature if you do not have a static IP address (such as having a dial-up Internet connection through a service provider) and would like to exclude yourself from your account data.

Element	Description
Add CNAME	Generates an opt-out link you can use to exclude your domain. For assistance, please contact your company's Supported Users. Your traffic can be excluded from reporting in your report suites by visiting your company's opt-out page and choosing to exclude your browser from measurement. If your implementation is using third party cookies, your opt-out page is *here*.

Note: *Exclusion by computer works only if:*

- *You access your web site from the same work station.*
- *Your cookies are enabled in the browser you are using.*
- *Your cookies are not deleted. If cookies are deleted, you must exclude yourself again.*

Exclude by IP Address

An IP address is an Internet address. All Internet users are assigned numerical IP addresses (typically through Internet service providers) that effectively act as electronic identifiers.

Page views are counted and unique page visitors are identified through IP addresses. By excluding IP addresses from being counted, you can prevent Adobe from tracking frequent visitors. This feature can allow you and your colleagues to visit your site without skewing your traffic data. You may exclude up to 50 different IP addresses.

You can use wildcard indicators (*) to exclude a range of addresses. For example, `0.0.*.0` would exclude all IP addresses between `0.0.0.0` and `0.0.255.0`. You may exclude up to 50 different IP addresses.

Exclude by Firewall

You can also block data collection from specific IP addresses via a firewall.

See the *IP Addresses Used in the Marketing Cloud* article.

Impact of IP Obfuscation

If IP obfuscation is enabled, IP exclusion happens before the IP address is obfuscated, so customers don''t need to change anything when they enable IP obfuscation.

If the last octet is removed, that is done before IP filtering. As such, the last octet is replaced with a 0, and IP exclusion rules should be updated to match IP addresses with a zero on the end. Matching * should match 0.

Finding Methods

The Finding Methods page identifies how various finding methods reports receive credit for conversion success events on your site. For example, if a search engine refers a visitor to your site who makes a purchase, Finding Methods specify how the search engine receives credit for the referral.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Conversion** > **Finding Methods**.

Finding Methods Descriptions

Element	Description
Name	The finding method you want to modify
Allocation	Specifies how to apply credit for a referral. Supported allocation options include: **Most Recent (Last):** Gives all credit to the last referrer (default). **Original Value:** Gives all credit to the first referrer. **Linear:** Divides credit among all referrers equally.
Expire After	• **Visit:** After a specified period of inactivity; usually about 30 minutes. • **Page View:** As soon as any page on your site opens. • **Minute:** After 1 minute of inactivity. • **Purchase:** At the time of purchase. • **Product View:** When a visitor views a product web page. • **Cart Open:** When a visitor opens a new online shopping cart. • **Cart Checkout:** When a visitor checks out using an online shopping cart. • **Cart Add:** When a visitor adds a product to an online shopping cart. • **Cart Remove:** When a visitor removes a product from an online shopping cart. • **Cart Open:** When a visitor views the contents of an online shopping cart.

Note: *All Finding Methods expire when the visit ends. If you choose to Expire After a different event (for example, Cart Checkout), the Finding Method expires when Cart Checkout occurs during the visit. If a Cart Checkout does not occur during the visit, the Finding Method still expires when the visit ends.*

General Account Settings

Field descriptions for report suite **General Account Settings** in Admin.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **General** > **General Account Settings**

These settings contain editing options for basic report suite functionality, such as name and time zone.

Option	Description
Site Title	Identifies your site. Give each report suite a unique site title.
Base URL	Specifies the report suite's main website. The Base URL does not affect referrer filtering. Use *internal URL filters* instead.

Option	Description
Time Zone	Determines the date and time associated with your report data. Changing the time zone for a live report suite creates either a spike or gap in report data. To minimize the impact, Adobe recommends changing time zones during non-peak hours to avoid skewing data. For example, if you change the report suite time zone from Central to Pacific at 3:00pm, the report suite's current time becomes 1:00pm. Because reporting has already collected data for the 1:00 hour, reports show a traffic spike between 1:00pm and 3:00pm. Alternatively, if you change the report suite time zone from Central to Eastern at 3:00pm, the report suite's current time becomes 4:00pm. Reports display no data between 3:00pm and 4:00pm on the day of the time change.
Conversion Level	Enables or disables e-commerce variables such as eVars and campaigns. Use the **Enabled, no Shopping Cart** option to hide all shopping cart reports if you don't have a shopping cart on your site.
Default Page	If your **Most Popular Pages Report** contains URLs rather than page names, this setting prevents multiple URLs from representing the same page. For example, the URLs `http://mysite.com` and `http://mysite.com/index.html` are typically the same page. You can remove default filenames so that these two URLs would both show up as `http://mysite.com`. If left blank, the following filenames are removed from the URLs: `index.htm`, `index.html`, `index.cgi`, `index.asp`, `default.htm`, `default.html`, `default.cgi`, `default.asp`, `home.htm`, `home.html`, `home.cgi`, and `home.asp`. To disable stripping of filenames altogether, enter a value that is never present in your URLs.
Replace the last octet of IP addresses with 0	Removing the last octet is done before IP filtering. As such, the last octet is replaced with a 0, and IP exclusion rules should be updated to match IP addresses with a zero on the end. Matching * should match 0. Checking this option means that the IP address is altered before it is processed. For example, the IP address 134.123.567.780 gets changed to 134.123.567.0. Geosegmentation data will not be quite as exact as when the whole IP address is used, but the effect should be minimal. Both Bot rules and VISTA rules are affected because the entire IP address is unavailable to them. In addition, any processing rules that are IP based, including marketing channel rules and report suite processing rules, are affected by this setting.
IP Obfuscation	Turns IP addresses into non-recognizable strings, essentially removing them from Adobe data stores. When IP Obfuscation is enabled, the original IP addresses are permanently lost.

Option	Description
	Note: *The IP addresses are obfuscated everywhere in Analytics, including Data Warehouse. However, the IP setting in Target is controlled separately, so this setting has no impact on Target.* If IP obfuscation is enabled, IP exclusion happens before the IP address is obfuscated, so customers don''t need to change anything when they enable IP obfuscation. Checking **Disabled** leaves the IP address in the data. Checking **Obfuscate IP address** changes the IP to a hashed value (e.g., 234abc6493872038). Checking **Remove IP address** replaces the IP address with x.x.x.x in the data, after geo-lookup. This setting is enabled by default for all customers with a report suite set in EMEA. ***Note:*** *This setting might require changes to custom bot rules orIP exclusions.*
Geography Reporting	Enables **Visitor** > **GeoSegmentation** reports.
Transaction ID Storage	Enables you to use *Transaction ID* data sources.
Activate Ad Hoc Analysis	Indicates whether the report suite in question shows up as an available report suite in Ad Hoc Analysis. Use this setting to limit which report suites show up as an option for Ad Hoc Analysis. For example, you can disable Ad Hoc Analysis for development and QA report suites.

Group Management

A group is a collection of users that you want to give a common set of access and permissions. For example, if you have 50 marketing report users, but only 20 need access to ad hoc analysis, you can create a group for those 20 users.

See *Groups* in *User Management* for configuration information.

Hide Report Suites

Lets you hide report suites in the Adobe Analytics user interface.

If you do not want a report suite to be available to you and your users any more, you can hide it from view. Hiding a report suite prevents it from being shown in the report suite selector drop-down menu., the Admin Console, or anywhere else that report suites are shown. It makes the report suite's data inaccessible via the Adobe Analytics interfaces until the report suite is unhidden.

Note: *Data that is sent to a hidden report suite from your site continues to be collected, processes, and billed.*

To hide the report suite, go to **Analytics** > **Admin** > **Company Settings**. Check the **Hidden** checkbox to the left of the report suite name.

To unhide the report suite, uncheck the **Hidden** checkbox.

To view only hidden report suites under **Company Settings**, select **View** > **Only Hidden Report Suites**.

To view only visible report suites, select **View** > **Only Visible Report Suites**.

The default is **View** > **All**.

Internal URL Filters

Internal URL filters identify the referrers that you consider internal to your site. They help traffic sources reports populate data and help filter internal traffic.

A referrer, or referring page, is typically the page from which a visitor entered your site. To avoid skewing data, you can filter out internal referrers. Reports exclude filtered referrers from the *Referrers Report*, the *Referring Domains Report*, and other Finding Methods reports.

The most common reason traffic sources reports don't populate data is that the Internal URL Filter List isn't defined. To check which Internal URL Filters have been set up on a report suite, follow these steps. To avoid this, remove the rule listing a period (.) as a filter, and add your own site.

The reason why a period is the default internal URL filter is to allow data to be collected in the Pages report. If hits do not match internal URL filters, all pages come up as Other. A period is always somewhere in the URL, which guarantees the Pages report is populated.

Add internal URL filters

Steps that describe how to add internal URL filters.

1. Click **Analytics** > **Admin** > **Report Suites** in the Suite header.
2. Click **Edit Settings** > **General** > **Internal URL Filters**.
3. In the **Internal URL Filters** dialog box, type the URL to add to the filter list.
4. Click **Add**.

   The filter list uses string matching to determine whether to filter the site, so you are not required to specify a complete URL. When specifying the URL, consider the following:

   - Exclude the protocol identifier (`http://` and `https://`) and `www.` from the URL.
   - URL filters are not case-sensitive.
   - There is no limit to the number of filters you can include.
   - Include all alias domains in the filter list.
   - Word filters can exclude any URL that includes that string. For example, specifying *car* as a filter excludes any referrer with *car* in its URL.

Key Visitors

(version 14 Only) You can track up to five key visitors per report suite. Key visitors can include high-profile customers, competitors, or potential investors. Analytics tracks key visitors by domain or IP address. Meaning, all visitors originating from a particular domain or IP address are tracked in the **Key Visitors** category.

Add a key visitor

Steps that describe how to add a key visitor.

1. In version 14, click **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Traffic** > **Key Visitors**.
4. In the **Add Key Visitor** field, specify the Key Visitor to track by IP address or domain name.

   For example, if you want to track visitors from ABC Corp., you could specify either abccorp.com or the associated ABC Corp. IP address (for example, 100.211.2.15).
5. Click **Add** to save the entry.

   Once added, you can click **Delete** to delete a key visitor entry. You can also click the *Report Suites* link to see all reports suites that track this particular key visitor.

Logs

Log files to help you see when users log in, their usage, access, report suites, and Admin changes.

Analytics > **Admin** > **Logs**

Admin Log

The admin log reports all changes made by administrators in admin tools. The log provides a gateway to user-defined reports from any of the three logs. You can search for events matching your selected criteria over a specified date range.

Usage and Access Log

The **Usage and Access Log** lets you evaluate report usage at the user account level.

Element	Description
Date Range	Specify a date range filter. You can enter a date manually in the format YYYY-MM-DD or click the Calendar icon to select a date.
Login	Filter the log by user name.
IP	Filter the log by an IP address.
Report Suite	Filter the log by a specific report suite ID.
Event Type	Filter the log by an event type. Select an event type from the drop-down list.
Event	Filter the log by a word or phrase in the event description.
Download Report	Exports the contents of the **Usage & Access Log** to a tab-delimited file.

Report Suite Change Log

The Report Suite Change log displays changes made to your report suites outside of admin.

Tools that can modify a report suite from outside the **Admin Tools** include:

• SAINT uploads made in a web browser (SAINT uploads made via FTP are not included in the change log)

• Changes made in earlier versions.
• Changes made by an account representative or Customer Care using internal tools

Element	Description
Date Range	Specify a date range filter. You can enter a date manually in the format YYYY-MM-DD or click the Calendar icon to select a date.
Company	Filter the log by company name.
Login	Filter the log by user name.
IP	Filter the log by an IP address.
Event	Filter the log by a word or phrase in the event description.
Download Report	Exports the contents of the **Usage & Access Log** to a tab-delimited file.

Manage P3P Policy

The Manage P3P Policy page lets you upload your organization's P3P policy.

Analytics > **Admin** > **Company Settings** > **P3P Policy**

Web browsers use the P3P policy privacy settings when browsing your website. For more information about P3P, visit the *Platform for Privacy Preferences* project website.

If you do not upload a privacy policy, Analytics uses a default policy. Your P3P policy is available from only under the following conditions:

• The *visitorNamespace* variable is declared in your web beacon (`s_code.js`).
• Data is collected using a standard domain (`2o7.net` or `omtrdc.net`).

If your web site's data collection does not meet these requirements, marketing reports provide a default P3P policy.

Adobe maintains a list of the collection domains for your company, so that P3P is served for the appropriate domains. To update this list, have your organization's supported user contact Customer Care.

Element	Description
Upload Full Policy	The path to your organization's P3P policy file. Typically, a website's full P3P policy is contained in an XML file (`/w3c/p3p.xml`).
Enter Compact Policy	The compact policy definition. Your website includes the compact policy as part of the HTTP header so Web browsers can process the policy before displaying the web page.

Marketing Channels

Marketing Channels are commonly used to provide insight on how visitors arrive on your site. You can create and customize **Marketing Channel Processing Rules** based on what channels you want to track, and how you want to track them.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Marketing Channels**.

See *Marketing Channels*.

Menu Customizing

This feature lets you customize the report menus that a user sees in Reports & Analytics. You can show or hide reports, as well as move them in different folders across all users. This feature is especially useful if your organization only uses certain reports and does not wish to clutter your left hand menu with unused or irrelevant data.

The menu changes apply to all users who access the report suite. However, users can restore a menu's default configuration while using the report suite. For more detail, see *this Knowledge Base article*.

Menu Customization Descriptions

Calendar	Description
New Folder	Adds a new folder above the currently selected item. Note that you must add at least one report to a folder before the folder is visible.
Rename	Lets you change the name of the currently selected item.
Default Name	Restores the default name of the currently selected item.
Toggle Visibility	Hides (displays) the currently selected item. Hidden items appear with a gray line pattern in the Menu Customization page.
Delete	Removes the currently selected item from the menu.
Restore Defaults	Restores the menu to its original state.

Customize the reports menu

Steps that describe how to customize a reports menu.

1. Click **Analytics** >**Admin** > **Report Suites** to open the **Report Suite Manager**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Customize Menus**.
4. Locate a desired menu item.

   You can reorder the menu by dragging items to a new location in the menu.

   See *Menu Customizing* for descriptions of UI elements. For example, you can check the 'Toggle Visibility' option for the menu item. Hidden items appear with a gray line pattern in the Menu Customization page.
5. Use the toolbar to modify the menu as desired.

   Note: *Based on the currently selected item, some tools can be disabled.*

Locate a customized report

Strategies describing how to locate a customized report.

Sometimes a specific report is recommended by Customer Care to assist in retrieving data you are looking for. If your organization has customized the report suite's menu structure, sometimes these reports can be difficult to locate.

- Use the report search in version 15.
- Toggle your account to use default menu structure. Using Report Settings, you can set your login to view all left hand menus based on default menu structure. After you find the specific report, disable this option to restore the customized menu for your account.
- Use the Customize Menu feature to locate your report. Selecting a report within the interactive menu shows the name, default name, type (folder or link), and its visibility status. It is possible to locate any report by searching for its default menu name. This is the most comprehensive way, as it will also show you reports that have been hidden.
- Contact a Supported User within your organization. If you have exhausted all other resources in locating the specific report, you can contact one of your organization's supported users. If they are not able to help, they can create a ticket to request Customer Care's assistance.

Mobile Management

Enabling mobile management actives the mobile solution variables that capture lifecyle and other metrics from mobile applications.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Mobile Management**.

Mobile classifications are enabled after you enable **Mobile Management** > **Mobile Application Reporting**.

See *Mobile App Development & AppMeasurement Libraries* for details on capturing lifecycle metrics in your mobile app.

Name Pages

The rename web pages feature lets you create web page names in that are different from those names a visitor sees when accessing the web page. If you use a good naming convention for your web pages, renaming web pages is not typically necessary.

Analytics > **Admin** > **Name Pages**

Element	Description
Page Name	The new page name. • If two pages are given the same name, they are not combined in reports. If you see two pages with the same name in reports, visit the Name Pages page to see whether this is the cause. • Classifications are based on the original name, even though the name given here will show up in classification exports.
URL	Names given here are based on the original page name, not the page URL. If the original page name changes, the new name appears in reports, even if the page URL remains the same.
Original Page Name	The original page name
Restore	Lets you restore the renamed page.

Paid Search Detection

Paid Search Detection differentiates *paid* from *natural* searches in the **Search Engines** and **Search Keywords** reports. You can specify the search engines where you use paid ads, and specify a character string found in the URL of a visit from a paid ad.

Paid Search Detection - Descriptions

The following table describes the fields and options you use to *configure paid search detection*.

Elements	Description
Search Engine	Select a search engine from the drop-down list. You specify the engine if you use different query string parameters for different search engines. Usually, the value **Any** is sufficient.
Query string	Specifies a case-sensitive rule set to either contain or not contain a specific value. This value should be the query string parameter, omitting the ? and =. ***Note:*** *Paid Search Detection is case sensitive. For example, a rule that specifies PID as a query string parameter does not display pid in reporting. If your organization uses mixed cases, place the exact values as separate rules, so all desired query string parameters can be caught.*

Configure paid search detection

Steps that describe how to configure **Paid Search Detection**.

1. Click **Analytics** > **Admin** > **Report Suites** to open the **Report Suite Manager**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Paid Search Detection**.
4. On the **Paid Search Detection** page, configure the fields described in *Paid Search Detection - Descriptions*.
5. Click **Add**.

The **Current Paid Search Detection Rules** list displays current paid search detection rules.

Pending Actions

The Manage Pending Actions page lets you view a list of pending actions in your Analytics environment. A pending action is any system change that requires approval from Adobe before implementation.

Analytics > **Admin** > **Company Settings** > **Pending Actions**

Pending Actions displays requests that are not immediately applied to your report suites. These requests typically require additional action from Adobe. For example, a request for a 20-item correlation or a large increase in traffic might require additional hardware. Assigning these requests a status of pending lets Adobe prepare for the requested change to prevent disruption to your data collection process.

Publishing Lists

Publishing lists provide an easy way to send various reports specific to different groups of your organization without creating several separate scheduled reports. Publishing lists are useful if you have location-specific report suites and would like to provide each respective department a copy of a specific dashboard. Alternatively, you can use publishing lists to send data to many people without having to separately type in their email addresses, if you work with a single report suite.

Multiple publishing lists can be specified when scheduling a report.

Publishing List Manager Descriptions

Element	Description
Search for	Lets you filter the table to search for a publishing list.
Report Suites to Include	Overrides the report suite for a scheduled report or all reportlets in a dashboard. Though there is no technical limit on the number of separate report suite entries, it is recommended to limit it to approximately 50. There is no established limit on the number of emails that can be included.
E-mail Addresses	A comma-delimited list of all emails that will receive the report with the new report suite. Click **Click to Edit** to specify the Email addresses to receive. Enter each Email address, separating multiple Email addresses with a semi-colon (;). Press <Enter> when finished entering Email addresses. The Email Count field displays the number of Email addresses currently associated with the report suite entry.
Duplicate	Creates a copy of the publishing list.

Add a publishing list

Steps that describe how to create a publishing list for the company.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Publishing List Manager**.
3. Click **Add Publishing List**.
4. In the **Publishing List Name** field, specify the publishing list name.
5. Configure the options described in *Publishing List Manager Descriptions*.
6. Repeat the previous step for each report suite you want to include in the publishing list.
7. Click **Save**.

Filter the publishing lists table

Steps that describe how to filter the publishing list table using search.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Publishing List Manager**.
3. In the **Search For** field, enter a search value, then click **Go**.

Click **Clear** to reset the filter and display all publishing lists.

Publishing Widget

A Publishing Widget is a container that lets you embed marketing reports (bookmarks and dashboards) on a web page. People in your organization who do not have access to marketing reports can view pertinent data.

For example, you could provide a dashboard so company executives can view the number of page visitors, the number of unique page visitors, and so on.

: No authentication is required to view data published through the Publishing Widget. Because of this, you should consider published data to be no more secure than data sent to an email group or list server. Use the widget only in compliance with your organization's security standards, existing contractual requirements, and applicable law. The Publishing Widget provides the ability to restrict, by IP address or domain path, where you can publish data. However, these mechanisms are intended solely to prevent unintended data distribution, and are not an effective way to secure access to data distributed through the Publishing Widget.

Adobe assumes no responsibility or liability for data exposed through the Publishing Widget.

Because Publishing Widget can potentially drive high traffic volumes, Adobe reserves the right, at its sole discretion, to disable a company's Publishing widgets for improper use or excessive traffic that is causing an impact to overall performance.

Troubleshooting - Publishing Widget Cache

The first time any user sees the deployed publishing widget, the widget runs the report. After the report is run, the results are added to a cache and are valid for 1 hour. Any subsequent user who views the publishing widget within the next hour will see the cached version (it will return instantly). After an hour has passed, any subsequent user who views the publishing widget will force it to run the report again, and then these results are cached, and so on. That way, the data is guaranteed to be at most one hour old.

If you see data differences between the Publishing Widget and the reporting interface, you might need to clear the Publishing Widget cache.

1. Click in the Publishing Widget (so that the widget has focus).
2. Click **Save** on the widget.
3. Re-run the widget. (Preview mode does not use the widget's cache.)

Note: *Publishing Widgets show only the first column of data in a report.*

Publishing Widgets Descriptions

Element	Description
Name	The name for the widget.
Description	(Optional) Specify a description for the widget.
Report	From the top Report drop-down list, select a folder or a dashboard. From the bottom Report drop-down list, select a reportlet or bookmark.

Element	Description
	These reports do not require visitor authentication. When a visitor loads a web page that includes a Publishing Widget, the widget automatically displays the associated report using current reporting data. Changes to a Publishing Widget, such as changing the associated report, automatically updates the report output for all web pages that use that widget, without you having to redeploy the web pages.
Destination	Specify the destination for the widget. Destinations must be in a valid URL format, including the `http://` or `https://` prefix. Publishing widget Destinations are inclusive, meaning that the Publishing widget functions on all URLs that include the specified Destination. For example, a Destination of `http://www.corp1.com/sales/` allows Publishing widgets on all Web pages at or below the sales page on the `www.corp1.com` Web site.

Add a publishing Widget

Steps that describe how to add a **Publishing Widget**

1. Click **Analytics** > **Admin** > **Publishing Widgets**.
2. Review the warning text in the **Overview** section and click the help icons to review more information.
3. Click **Add New**.
4. Complete the fields and options described in *Publishing Widgets Descriptions*
5. Click **Preview** to display the widget in a new browser tab.
6. Click **Save**.

Publishing Widget Code on a Web Page

Install a Publishing widget on a Web page by pasting the widget code into the Web page code where you want to display the report.

If you would like additional control over the appearance of the Publishing widget, define a CSS class that can be applied to an iframe and append it to the script tag using **css_class=<your_class_name>**.

1. Click **Analytics** > **Admin** > **Publishing Widgets**.
2. Click **Get Code**.
3. From the Size drop-down list, select the desired widget size:
   - Small (Default)
   - Medium
   - Large

   Note: *The CSS styles for the different sizes are for your convenience. You can modify the CSS styles in the list box as desired.*

4. Copy and the code snippet and paste it into the page code where you want to display the report.

Preferences Manager

The **Preferences Manager** page lets you configure how to render Excel and comma-separated value (CSV) report output.

Analytics > **Admin** > **Company Settings** > **Preferences**

- Use deprecated date format for CSV (Aug 30, 2013)
- Use ISO 8601 date format for CSV (2013-08-30)

Privacy Settings

You can enable privacy settings for browser cookies.

See *Enable privacy settings for browser cookies* in the cookies white paper.

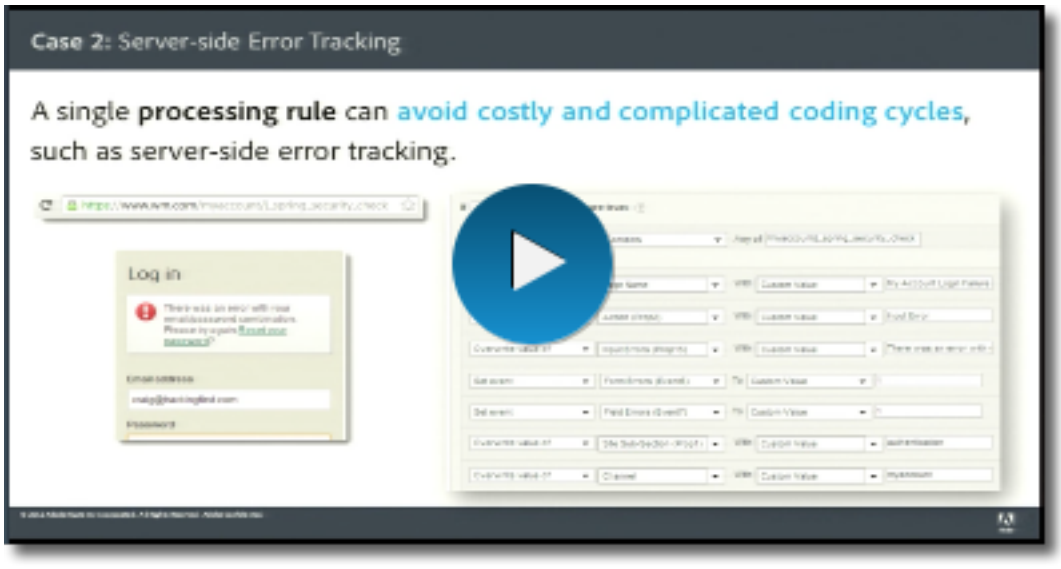
Processing Rules

Processing rules simplify data collection and manage content as it is sent to reporting.

Processing rules help simplify interaction with IT groups and Web developers by providing an interface to:

- Set an event on the product overview page
- Populate campaign with a query string parameter
- Concatenate category and page name in a prop for easier reporting
- Copy an eVar into a prop to see paths
- Clean up misspelled site sections
- Pull internal search terms or a campaign ID from the query string into an eVar

Processing Rules Overview


Case 2: Server-side Error Tracking
A single processing rule can avoid costly and complicated coding cycles, such as server-side error tracking.
Log in

Watch the Processing Rules overview and training from Adobe Summit to learn why you should be using processing rules.

Get Authorized to Use Processing Rules

All users (including administrators) must be granted authorization to use processing rules by Adobe. The authorization process is described in *Become authorized to use Processing Rules*.

Important: *Because processing rules permanently affect Analytics data, we strongly recommend that processing rules administrators receive certification training in Adobe Analytics, and be familiar with all sources of data for your report suites (standard web sites, mobile sites, mobile apps, Data Insertion API, and so on). Knowledge of the context data variables and standard variables populated in various platforms will help prevent accidental deletion or alteration of data.*

It is recommended that a limited group of administrators (usually 2-3) have access to processing rules so that all requested changes are centrally planned, edited, and approved. And it's always best to have more than one administrator assigned for redundancy.

After completing training to edit and administrate processing rules, these steps need to be taken to provide access for the new administrator:

1. Send the name and certificate of the new administrator of processing rules to your company's supported Adobe ClientCare contact.
2. Your Adobe contact will contact Adobe ClientCare to request access rights to the processing rules for the new administrator.
3. Adobe ClientCare will enable access rights for the new administrator and respond to the Adobe contact that rights are now granted.

Use Context Data to Simplify Data Collection

Context data variables are a new type of variable that are available only to processing rules. To use context data variables, key/value data pairs are sent in by your implementation, and processing rules are used to capture these values in standard Analytics variables. This frees programmers from understanding exactly which prop and/or eVar should contain which value.

```
s.contextData['author']="JK Rowling"
s.contextData['section']="books"
s.contextData['genre']="Youth"
```

```
1. Map author to eVar2
2. Map section to Prop1, eVar3
3. If section and author exist set event5
```

See *Context Data Variables* in Implementation Help.

Use Processing Rules to Transform Hit Data and Trigger Events

Processing rules can monitor incoming values to transform common typos and set events based on reported data. Props can be copied to eVars. Values can be concatenated for reports, and events can be set.

Using Context Data Variables in Reporting

Once context data variables are defined within your implementation, they must be copied to variables such as eVars to be used in reporting.

For more information, go *here* and *here*.

How Processing Rules Work

Processing rules let you make changes to data based on defined conditions. When attributes or values match defined conditions, values can be set and deleted, and events can be set.

Processing rules are applied to data as it is collected, and rules are applied to all data that comes through the AppMeasurement libraries and through the Data Insertion API. Processing rules also apply to the full and log data sources. These sources contain data that represents a *hit* or an action that a user takes. Processing rules do not apply to other data sources.

- *Important Concepts*
- *Processing Rule Conditions*
- *Processing Rule Actions*

Important Concepts

The following table contains key concepts you need to understand when using processing rules:

Concept	Details
Rules apply to a single report suite.	*Copy processing rules to another report suite*
Processing rules are applied in the order listed.	If an action changes a value, subsequent conditions use the new value.
Processing rules are applied immediately to the report suite after they are saved.	Changes from processing rules should be visible in your report suite within minutes of saving. When testing processing rules, we recommend configuring *Real-Time Reports* in your test report suite so you can quickly see the results of a processing rule.
Processing rules are the only way to access to context data variables.	*Copy a Context Data Variable to an eVar*
Processing rules are applied before VISTA rules and Marketing Channel rules.	*Processing Order*

Concept	Details
Hits cannot be excluded.	You can use VISTA rules to exclude hits.
The product string, referrer, and user agent cannot be changed.	Referrer and user agent are read-only. The product string is not available.
Mobile device attributes and classifications are not available.	The mobile device lookup occurs before processing rules, but attributes are not available in processing rules.
Query string parameters cannot be read beyond the first 255 characters of a URL if you are running JavaScript AppMeasurement H.25.2 or earlier. JavaScript AppMeasurement H.25.3 (released January 2013) and later provide the full URL including all query string parameters to processing rules.	Upgrade to H.25.3 or later, or read query string parameters from long URLs client-side and store values in Context Data variables.
Query string values must be encoded in Unicode or UTF-8 to be read by processing rules.	This might affect multibyte characters that are passed using query strings.
You are limited to 150 rules with 30 conditions each for each report suite.	Processing rule limits are per report suite, not per company.
Processing rules must be set up to retrieve context data variables before data is sent.	Processing rules are applied as server calls are sent. Values stored in context data variables are discarded if they are not copied using processing rules.
Value comparisons in the UI are case insensitive.	*Cleaning up Values in a Report*.
Context data variable names can contain only alphanumeric characters, underscores and dots. Any additional characters are stripped out.	For example, The context data variable `login_page-home` automatically becomes `login_pagehome`. All data sent to the `login_page-home` variable is allocated under `login_pagehome`. Context data variables that contain unsupported characters cannot be added in the Processing Rules interface.
Caret (^) is a special character in the processing rules system.	To match a single caret character, use two caret characters (^^).

Processing Rule Conditions

Conditions check page variables for a matching value or if a value is present. Multiple conditions can be added and you can select if all conditions must be matched.

You can create a rule with no conditions to always execute defined actions.

Variables are not automatically checked for values before actions occur. For example, Prop1 contains a value of "something", and eVar1 is empty. If you set Prop1 to equal eVar1 both values will be empty. If you need to avoid this add a condition to check for the presence of a value.

Processing Rule Actions

Actions set page variables, delete page variables, or trigger events. Actions can also concatenate values to display in a report.

For example, you might want to display `category:product` by concatenating two variables.

Dimensions Available to Processing Rules

The dimensions that you can read and write (unless otherwise noted) using processing rules.

Custom Values & Context Data

Value	Description
Custom Value	Custom text or values typed directly in the action of a processing rule. These values are available in subsequent conditions and rules.
Concatenated Value	Values created by combining two values. For example, category and page name might be combined to create a subcategory. These values are available in subsequent conditions and rules.
Modified Values	If a variable value is changed using processing rules, the changed value is used in subsequent conditions and rules.
Context Data Variables	Named variables that are sent with a hit. ***Note:*** *Any data contained in a Context Data Variable must be copied to a reporting variable to appear in a report. Context Data Variables are not viewable in any reporting interface, including ClickStream Data Feeds.* *Copy a Context Data Variable to an eVar* *Set an Event Using a Context Data Variable* *Context Data Variables*

Traffic Variables

Variable	Description
prop 1-75	`prop1 - prop75`
Hierarchy 1-5	`hier1 - hier5`

Variable	Description
Site Section	`s.channel`
Server	`s.server`

Hit Attributes

Attribute	Description
Report Suite ID (read-only)	The report suite the processing rule is executed on, which may not be the original report suite specified in AppMeasurement.
Page Name	`s.pageName` ***Note:*** *A page view is counted on all hits where page name is not empty. When a link is tracked, the data collection server removes the page name from the hit so that page views are not counted. If you re-insert a page name into these calls using processing rules, a page view will be counted. We recommend checking to make sure that page name is already set before you modify the page name.*
Page URL	`s.pageURL` or the current page URL if `s.pageURL` is not specified.
Query String Parameter	The value of a specified query string parameter in the current URL, or null if no parameter exists. For the URL **http://www.example.com/a.html?cid=ad1&node=4**, the value of Query String Parameter `cid` is **ad1**, and the value of Query String Parameter `node` is **4**. If you are running JavaScript AppMeasurement H.25.2 or earlier, the page URL might be truncated after 255 characters. JavaScript AppMeasurement H.25.3 (released January 2013) and later provide the full URL to processing rules.
Page Path	The path of the page URL. The path of the URL **http://www.example.com/news/a.html?cid=ad1** is `news/a.html`.
Page Domain	The full hostname, specified in the URL. http://`en.main.example.co.uk`/index.jsp?q=value
Page Root Domain	The last two sections of the hostname of the page. http://en.main.example.`co.uk`/index.jsp?q=value
Page Query String	The full query string of the URL. http://en.main.example.co.uk/index.jsp?`q=value`

Attribute	Description
Referrer* (read-only)	HTTP referrer.
Referring Query String Parameter (read-only)	The value of a specified query string parameter in the referring URL, or null if no parameter exists. For the URL **http://www.example.com/a.html?cid=ad1&node=4**, the value of Query String Parameter `cid` is **ad1**, and the value of Query String Parameter `node` is **4**. If you are running JavaScript AppMeasurement H.25.2 or earlier, the page URL might be truncated after 255 characters. JavaScript AppMeasurement H.25.3 (released January 2013) and later provide the full URL to processing rules.
Referring Domain (read-only)	The full hostname of the referrer. http://`en.main.example.co.uk`/index.jsp?q=value
Referring Root Domain (read-only)	The last two sections of the hostname of the referrer. http://en.main.example.`co.uk`/index.jsp?q=value
Referring Query String (read-only)	Query string parameters contained in the referring URL. http://en.main.example.co.uk/index.jsp?`q=value`
IP Address (read-only)	IP address as reported by the browser.
User Agent (read-only)	User agent as reported by the browser.
AppMeasurement Code Version (read-only)	The version of the appMeasurement library used to make the request. When using image beacons, you can populate this with a custom value that is read using processing rules. This value appears at the following location in the URL: http://server.net/b/ss/report-suite-ID/1/`CODEVERSION`/...

Conversion Variables

Variable	Description
eVar 1-N	`evar1` - `evarN`
Campaign Tracking Code	`s.campaign`
Currency Code	`s.currencyCode`
List Variables1-3	`s.list1` - `s.list3`

Variable	Description
Purchase ID	`s.purchaseID`
Transaction ID	`s.transactionID`
Visitor State	`s.state`
Visitor Zip/Postal Code	`s.zip`

Success Events

Processing rules can set events but cannot read them as conditions.

Event	Description
Event 1-100	`event1` - `event100`
purchase, scView, scAdd, and other cart events	Predefined events.

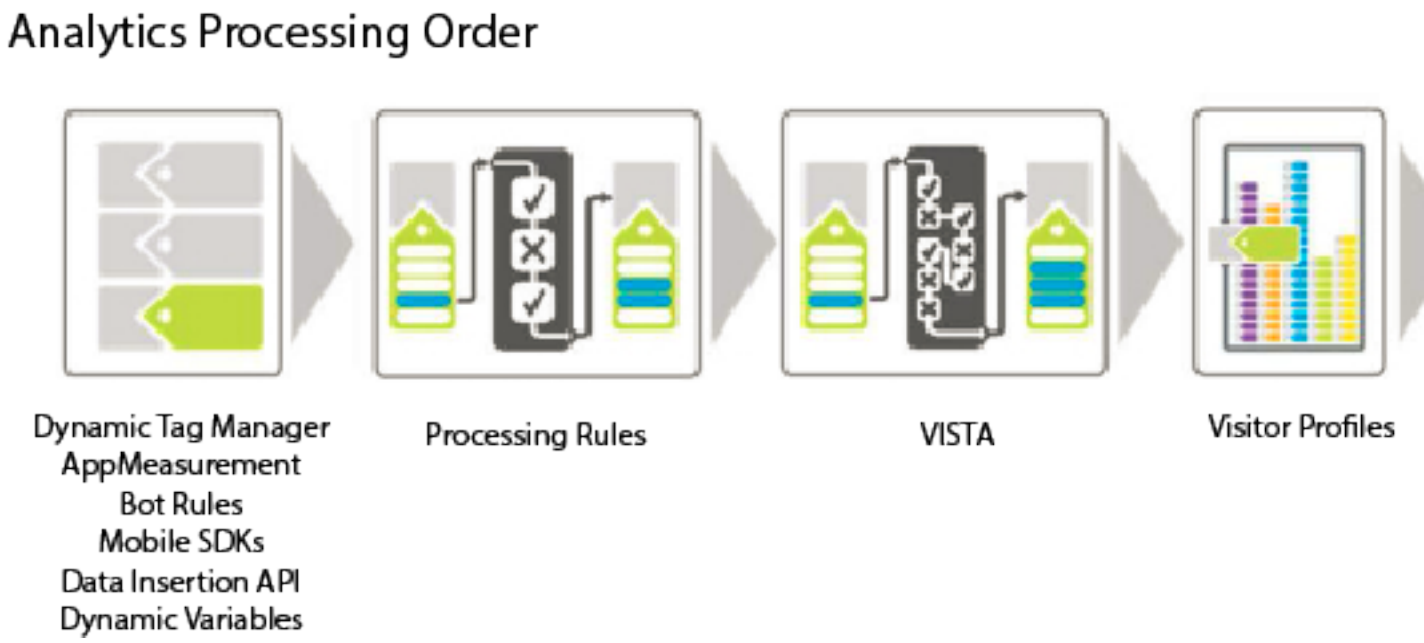
Unavailable Dimensions

This section contains a list of dimensions that are not available to read or write using processing rules.

- Link Type, such as Custom, Download or Exit.
- Hit type, such as page view, link click, video.
- Custom tracked links do not contain a page URL, query string, or page name.
- Object ID. This value used by ClickMap to uniquely identify a link.
- Cookies cannot be access by processing rules directly. To use cookie data in a processing rule, you can read the value and store it in an attribute or context data variable.
- Product variable.
- Adding a serialization ID to an event (for example, setting an event to `1:abc123` to prevent recording the event twice).
- Processing rules cannot read eVar values from the product list. eVars used by processing rules must be populated directly on the page (for example s.eVar1="news") or by using a processing rule earlier in the processing order.

Processing Order

To effectively use processing rules it is essential to understand when they are applied during data collection.



The following tables list the data that is typically available before and after processing rules are applied:

Table 1: Before Processing Rules

Dimension	Description
Dynamic variable lookup	Variables are populated dynamically by pulling information from HTTP headers or other variables. For example, s.eVar5="D=c1" will put the value of prop1 into eVar5.
AppMeasurement	Functions and plugins used in AppMeasurement are executed in the browser or client application.
Dynamic Tag Management	Rules defined in Dynamic Tag Management are executed as defined.
Bot rules	*Bot rules* let you remove traffic that is generated by known spiders and bots from your report suite.

Table 2: After Processing Rules

Dimension	Description
Data added by VISTA	Processing rules are applied before VISTA.

Dimension	Description
Visit page number	As a general rule, processing rules are aware of the data that is contained in the current hit only. Visit page number is compiled after processing rules are applied.
Clean URL is added as page name if it is not set	After processing rules and VISTA are applied, the clean URL is added as the page name if there is no page name set. Since this occurs after processing rules are applied, we recommend adding a condition to check if the page name is blank. If you run the **Site Content** > **Pages Report** and you see `http://` values for page names, it is likely the page name is blank and the URL is being used. You can set up a condition to test for a blank page name, or to test to see if the page name or the page URL contains a specific value. The page name can then be set as needed.
Marketing Channel Processing Rules	You can use processing rules to prepare data for processing by *Marketing Channel Processing Rules*.
GEO lookup	This includes the Visitor State and Visitor ZIP/Postal code values.
eVars persistence	eVars that were contained in a previous hit are not persisted to each hit during rule processing. Only eVars that are set on the current hit being processed are available.

How Processing Rules are Applied when Copying Hits using VISTA

If you have a VISTA rule configured to copy hits to another report suite, the hits are sent though any processing rules defined on the other report suite.

If you have processing rules defined on the original report suite, these may or may not be applied based on how the VISTA rule was configured by Engineering Services. To find out, you can ask your implementation specialist if the VISTA rule copies the "pre" or the "post" values to the additional report suite. If the "pre" value is copied, processing rules defined on the original report suite are not applied. If the "post" value is copied, processing rules are applied before the hit is copied.

Examples of Processing Rules

Common uses cases for processing rules.

Populate a Campaign ID from a Query String Parameter

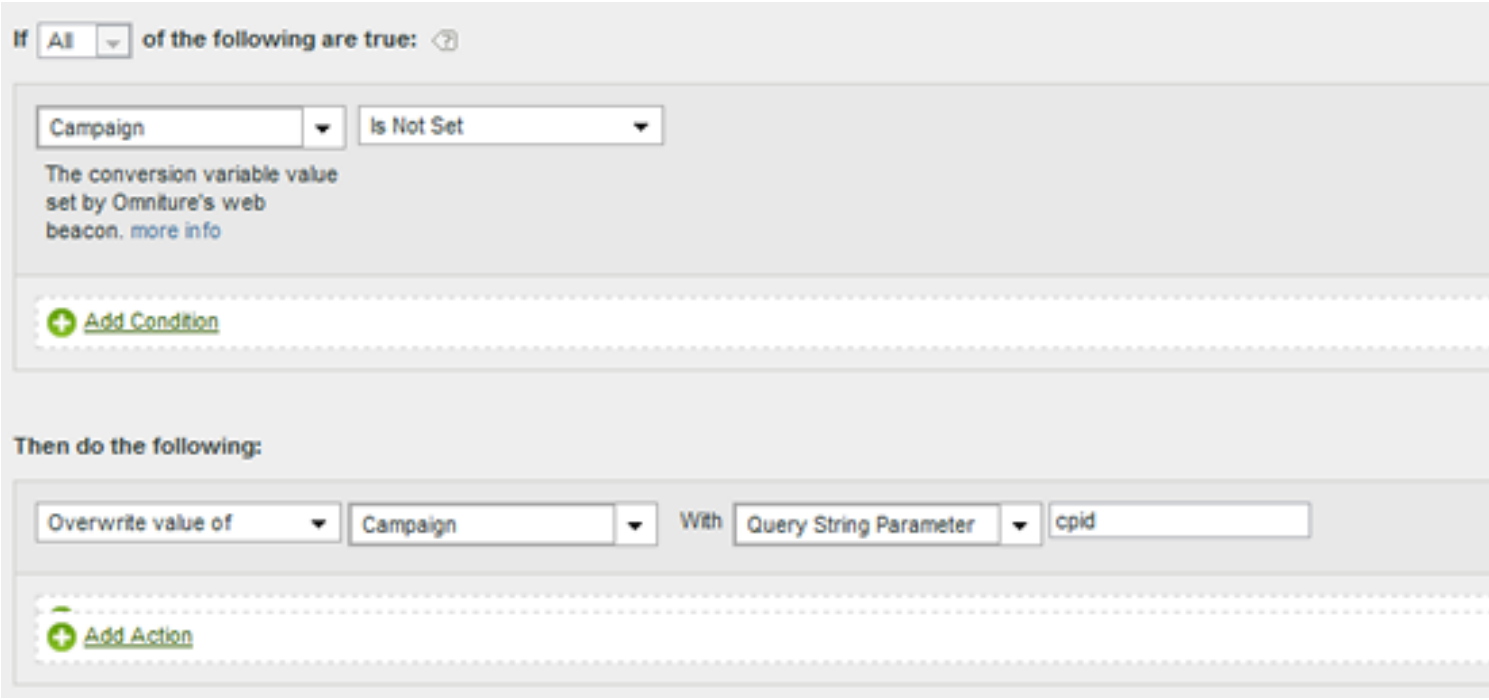
You can populate a variable using a query string parameter.

In most cases you use a plugin to populate variables from the query string. If a typo or similar issue prevents the value from being populated, you can populate the variable using processing rules.

You should always check to see if a value is empty or contains the expected value before you overwrite it.

Rule Set	Value
Condition	Campaign is Not Set
Action	Overwrite value of Campaign to Query String Parameter cpid

For example:

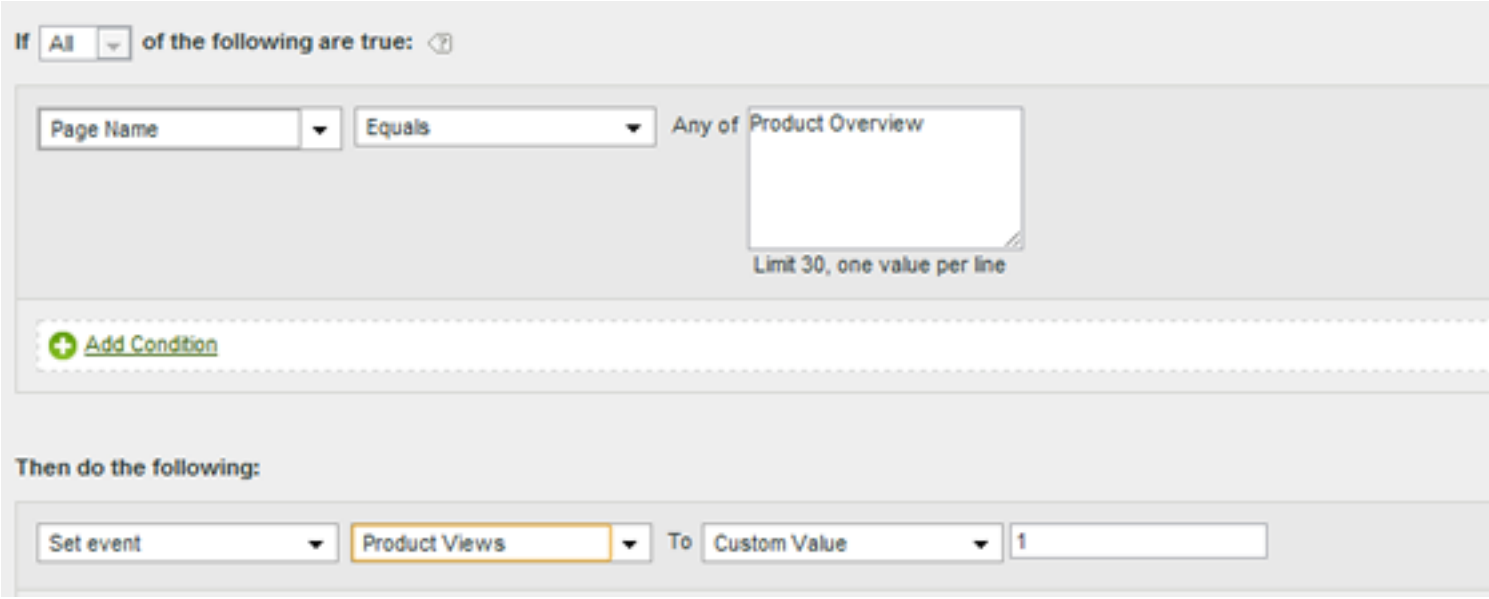


Setting the Product View Event from the Product Overview Page

Events can be set based on page values or based on specific values in a variable.

Rule Set	Value
Condition	If the Page Name Equals Product Overview
Action	Set Event Product Views Event To Custom Value 1

For example:

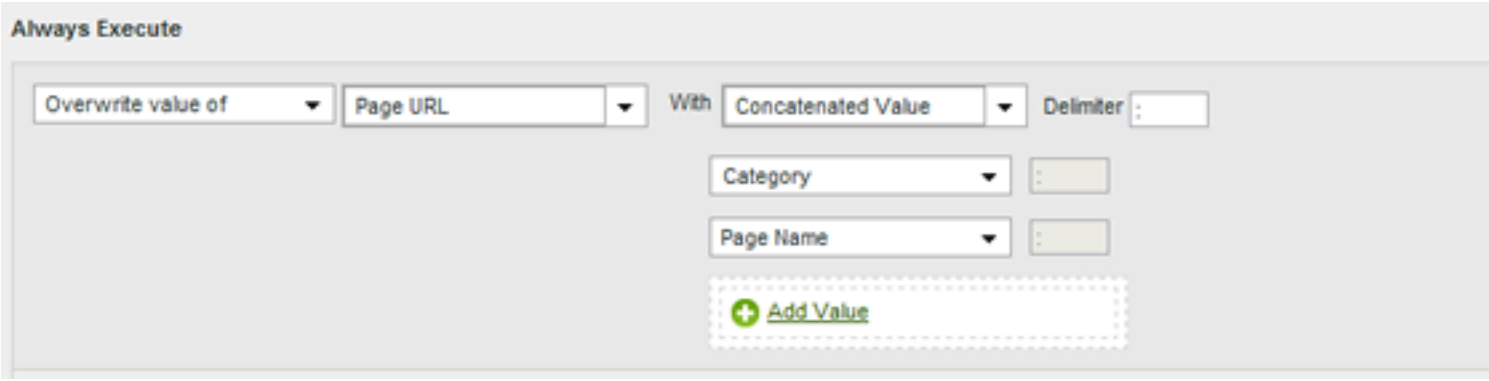


Adding a Subcategory by Concatenating the Category and Page Name

You can use the concatenate option to populate values by combining other values.

Rule Set	Value
Condition	None (always execute)
Action	Overwrite Value of Subcategory to Concatenated Value Category Page Name

For example:



Determining a Path by Copying an eVar Value to a Prop

You can copy the value of an eVar to a prop to enable pathing.

When setting values, the variable on the left receives the value (even if it is empty) from the variable on the right.

Rule Set	Value
Condition	None (always execute)
Action	Overwrite Value of Prop1 with eVar1

You can modify this rule to set the value of Prop1 only if it does not already contain a value, similar to the following:

Rule Set	Value
Condition	If Prop1 Is Not Set
Action	Overwrite Value of Prop1 with eVar1

For example:

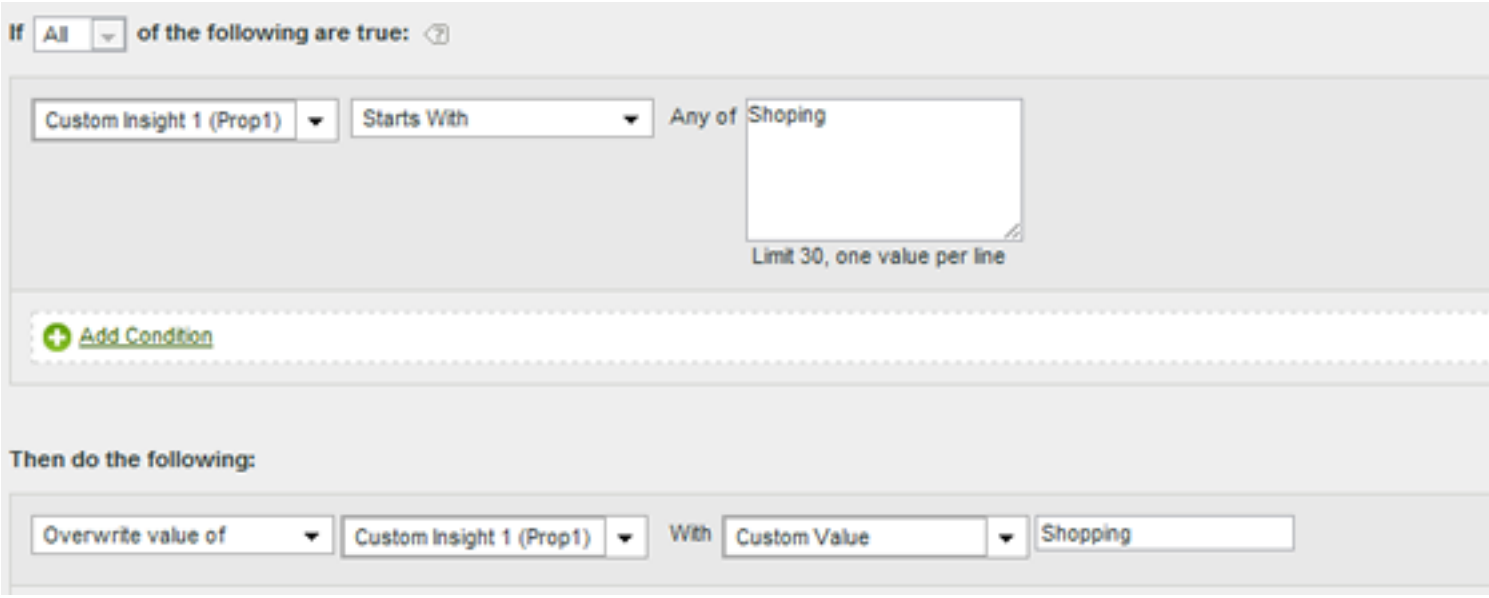
Cleaning up Values in a Report

You can match values against common misspellings and update them to display correctly in reports.

To make sure you do not inadvertently match other values, use the most restrictive matching option available. You can run a report on the variable (prop1 in the example below) and search for the terms you select to replace to make sure it doesn't match unintended values. String comparisons are case-insensitive.

Rule Set	Value
Condition	If prop1 Starts With Shopping
Action	Overwrite value of prop1 to Custom Value Shopping

For example:



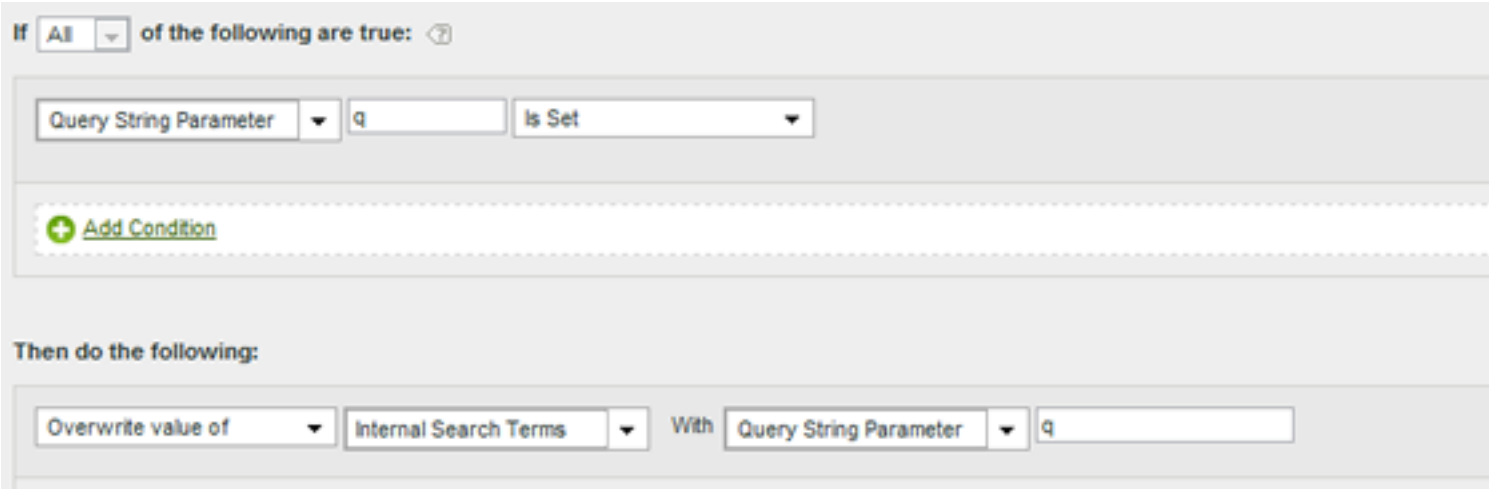
Populating Internal Search Terms using a Query String Parameter

If you use a common variable, such as q, to populate search terms, you can use processing rules to populate the Internal Search Terms eVar with these values.

Query string values must be encoded in Unicode or UTF-8 to be read by processing rules.

Rule Set	Value
Condition	If Query String Parameter q Is Set
Action	Overwrite value of Internal Search Terms to Query String Parameter q

For example:



Copy processing rules to another report suite

Steps that describe how to copy processing rules from one report suite and replace or append these rules to another report suite.

1. Click **Analytics** > **Admin** >**Report Suites**.

2. Select a report suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. On the **Processing Rules** page, click the **Copy Processing Rules** tab.
5. Select one or more destination report suites to receive the rules from the current report suite.
6. Select to **Replace all processing rules** or to **Append specific processing rules**, and then click **Copy.**

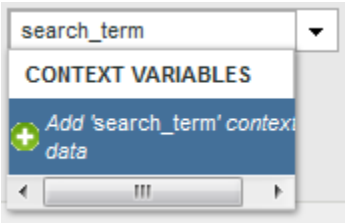
Copy a Context Data Variable to an eVar

Processing rules are used to move values from Context Data variables to props and eVars.

Context data variables are specified in AppMeasurement in the following format:

```
s.contextData['search_term']
```

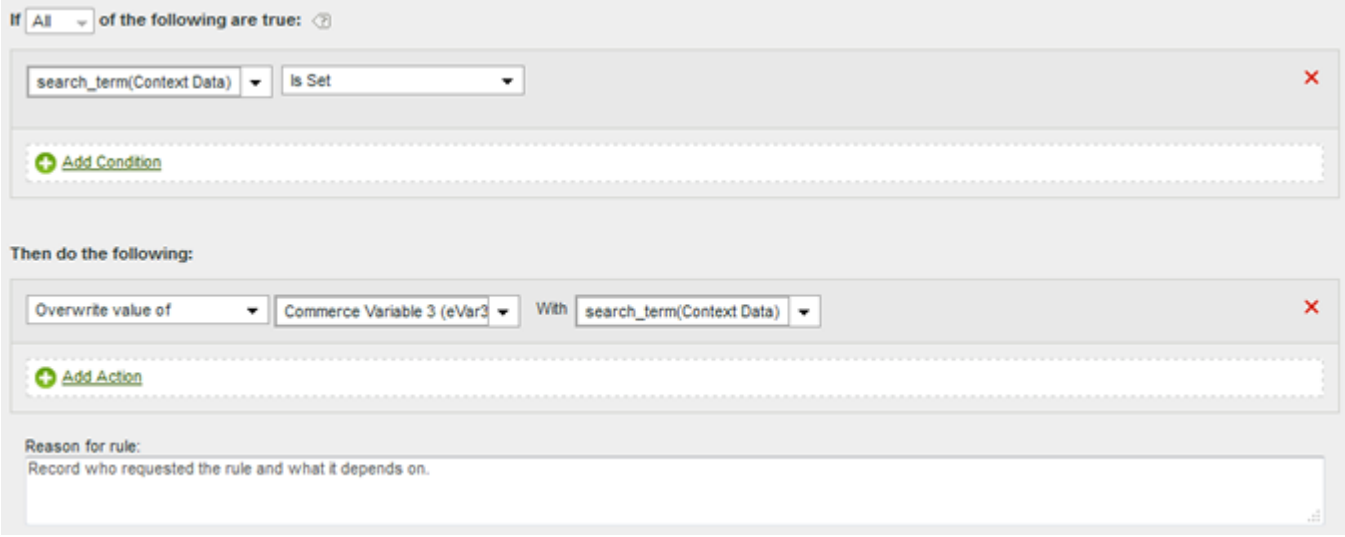
The **Context Variables** list contains all variables that were sent to the report suite in the previous 30 days. If you know the context data variable name but have not sent it into the current report suite, you can add a value by typing the variable name and clicking **Add variable name context data**:



The following rule definition populates an eVar on every hit that contains a specific context data variable:

Rule Set	Value
Condition	If 'search_term' context data is set
Action	Overwrite value of eVar3 to 'search_term'

For example:



See *Context Data Variables* in Implementation Help.

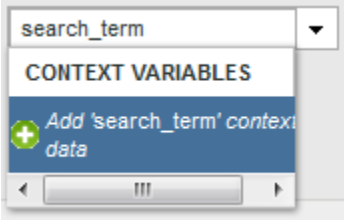
Set an Event Using a Context Data Variable

Processing rules can trigger events based on Context Data variables.

Context data variables are specified in AppMeasurement in the following format:

```
s.contextData['search_term']
```

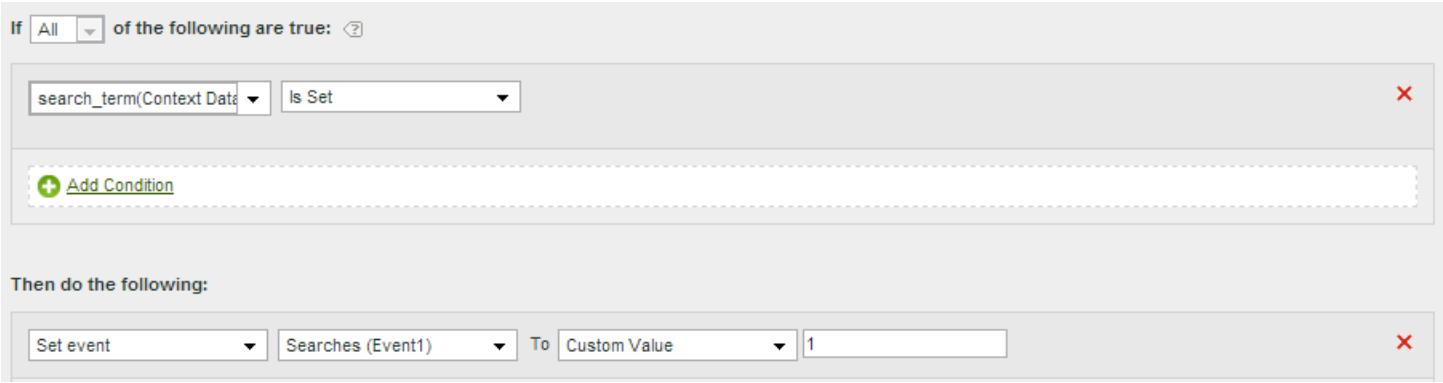
The **Context Variables** list contains all variables that were sent to the report suite in the previous 30 days. If you know the context data variable name but have not sent it into the current report suite, you can add a value by typing the variable name and clicking **Add variable name context data**:



The following rule definition expands on the *Copy a Context Data Variable to an eVar* rule to also set an event on every hit that contains a specific context data variable:

Rule Set	Value
Condition	If 'search_term' context data is set
Action	Set event 'searches'

For example:



See *Context Data Variables* in Implementation Help.

Processing Rules Tips & Tricks

This section contains guidelines for testing processing rules and a list of common mistakes to avoid.

- *Testing Processing Rules*
- *Check for Empty Values*

- *Avoid Overwriting Values*
- *Encode Search Terms to UTF-8 or Unicode*
- *Starts With, Contains, and Ends With*

Testing Processing Rules

This section contains some guidelines to help test processing rules before they are deployed to production.

Testing Rules That Read Search Terms

For any criteria based on a search, such as if prop1 contains “news,” go to the prop 1 report and search for “news” and see if there are any matches you were not expecting.

Testing Rules that Read Variables

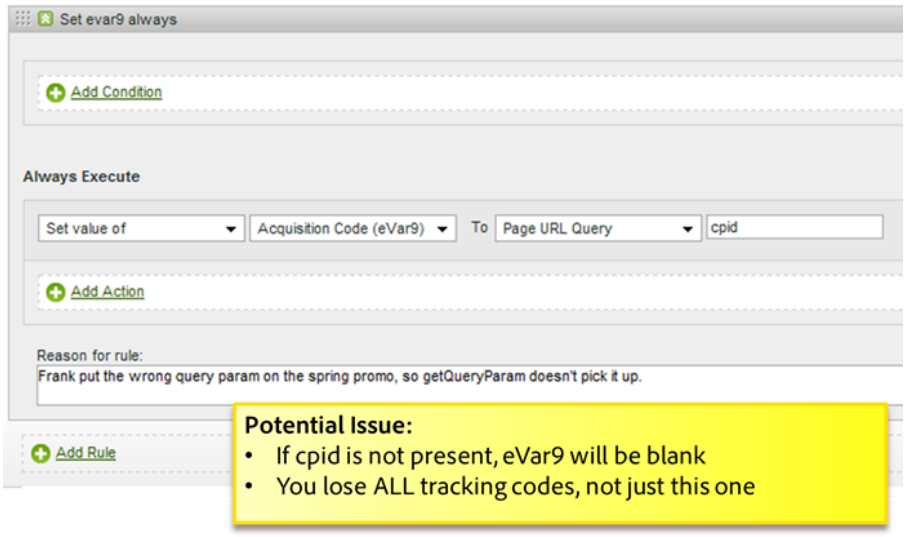
Create a blank HTML page on your desktop, include the s_code from your site, and set the s_account variable to a dev report suite. If your rules are based on referrer, referring domain, and so on, take some sample URLs from the live referrers report, set the `s.referrer` variable with one of those values and load the page. Likewise, if the rule is based on the page URL value, you can set `s.pageURL`. This same process can be used for any variables.

Using a Dev Report Suite

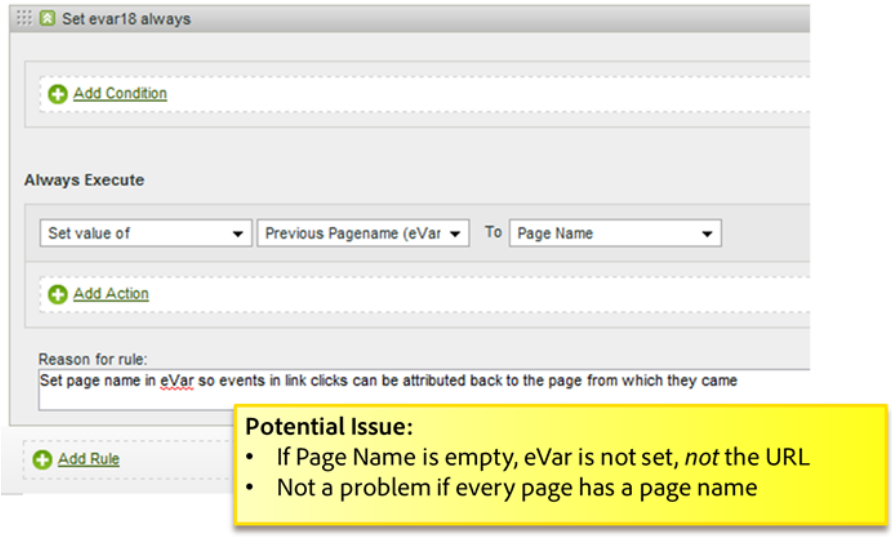
We recommend configuring processing rules on a dev report suite to make sure they’re working correctly. If possible, we recommend copying the rules to a small production report suite before broad deployment.

Check for Empty Values

When you create a rule, consider the case when a value is empty. If you do not add a condition that checks for an empty value you can unintentionally overwrite variables with empty values.


Set evar9 always
Add Condition
Always Execute
Set value of
Acquisition Code (eVar9)
To
Page URL Query
cpid
Add Action
Reason for rule:
Frank put the wrong query param on the spring promo, so getQueryParam doesn't pick it up.
Add Rule
Potential Issue:
• If cpid is not present, eVar9 will be blank
• You lose ALL tracking codes, not just this one

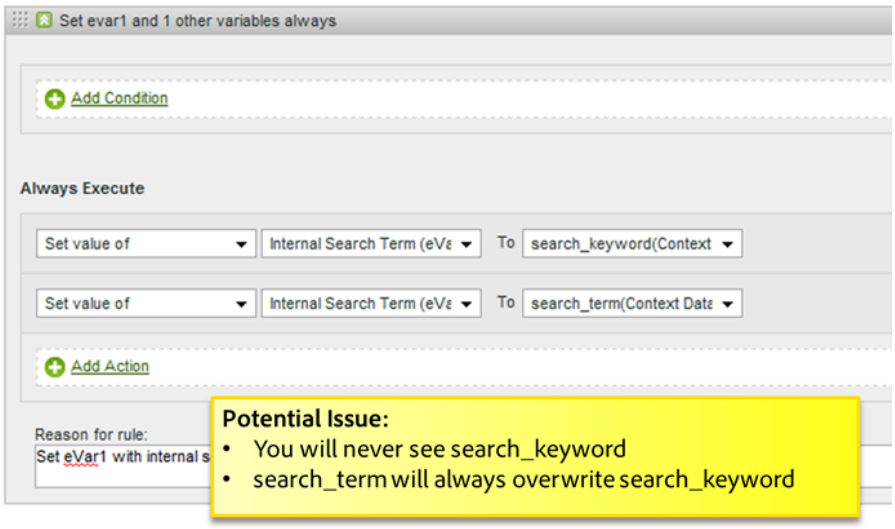
It is also important to consider the processing order. In the following example, it appears that the Previous Pagename custom evar will be set to the URL if the Page Name is not present. However, the URL is placed into the page name after processing rules are applied, so in this case, the Page Name is empty if it is not set on the page.


Set evar18 always
Add Condition
Always Execute
Set value of
Previous Pagename (eVar
To
Page Name
Add Action
Reason for rule:
Set page name in eVar so events in link clicks can be attributed back to the page from which they came
Add Rule
Potential Issue:
• If Page Name is empty, eVar is not set, not the URL
• Not a problem if every page has a page name

Avoid Overwriting Values

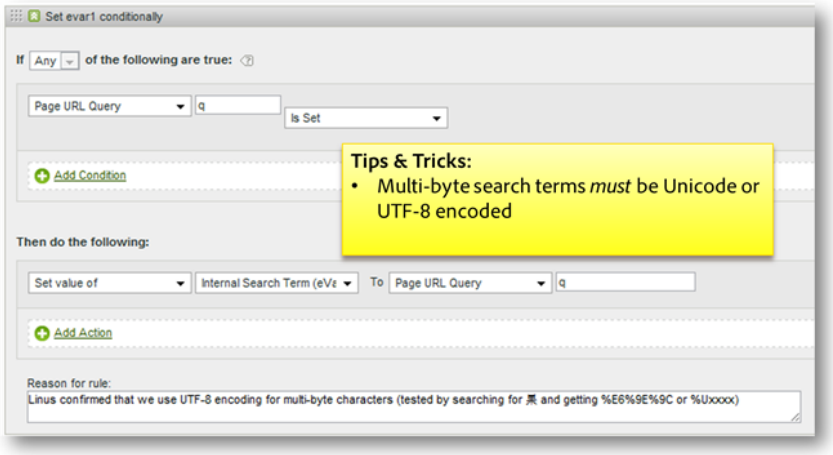
In the following example, two context data variables are used on the site to capture search terms: search_keyword and search_term. However, based on the configuration, the search_keyword value is always overwritten, even if search_term is empty.

This rule should be reconfigured to test each context data variable for a value before populating the Internal Search Term, and optionally, concatenating the two values if there is a use case for keeping them both.



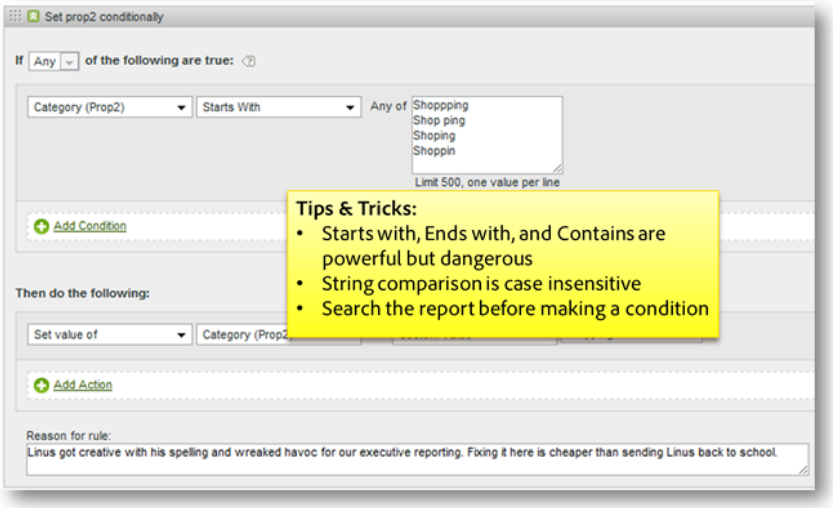
Encode Search Terms to UTF-8 or Unicode

Search terms pulled from a query string must be encoded correctly or they won't be matched by processing rules.


Set evar1 conditionally
If Any of the following are true:
Page URL Query
q
Is Set
Add Condition
Tips & Tricks:
• Multi-byte search terms must be Unicode or UTF-8 encoded
Then do the following:
Set value of
Internal Search Term (eVa
To
Page URL Query
q
Add Action
Reason for rule:
Linus confirmed that we use UTF-8 encoding for multi-byte characters (tested by searching for 黒 and getting %E6%9E%9C or %Uxxxx)

Starts With, Contains, and Ends With

Select the correct matching condition to find the most restrictive condition that matches correctly. You can search for values in a report before creating a rule to make sure there are no unintended matches. For example, you should search the Prop2 report to find all locations where this condition matches before enabling this rule.


Set prop2 conditionally
If Any of the following are true:
Category (Prop2)
Starts With
Any of
Shoppping
Shop ping
Shoping
Shoppin
Limit 500, one value per line
Add Condition
Tips & Tricks:
• Starts with, Ends with, and Contains are powerful but dangerous
• String comparison is case insensitive
• Search the report before making a condition
Then do the following:
Set value of
Add Action
Reason for rule:
Linus got creative with his spelling and wreaked havoc for our executive reporting. Fixing it here is cheaper than sending Linus back to school.

Managing Processing Rules

This section contains details on creating, restoring, and copying processing rules.

Create processing rules

Processing rules are set on report suites.

1. Click **Analytics** > **Admin** >**Report Suites**.
2. Select a Report Suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. On the **Processing Rules** page, click **Add Rule**.
5. Click **Add Condition** and then select when the rule applies.

If you add more than one condition, click the **All** drop down box to select which conditions must match for the rule to apply. If you do not add any conditions, the defined action is always executed.

6. Click **Add Action** and then select the action you want performed when the conditions match.
7. Add an note that contains details on the rule and then click **Save**.

   If you have multiple rules drag and drop them on the page to change the processing order.

   See *Examples of Processing Rules* for information about the kinds of rules you can create.

View active processing rules

Active processing rules are viewed in admin.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. All active Processing Rules for the Report Suite are listed.
   View processing rule history

View processing rule history

Changes to processing rules can be viewed in History.

1. Click **Analytics** > **Admin** >**Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. On the **Processing Rules** page, click the **View History** tab.

Restore processing rules

Processing rules can be restored from history.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. On the **Processing Rules** page, click the **View History** tab.
5. Select the last known working rule set, and click **Copy to Current Ruleset**.
6. Click **Save**.

Copy processing rules to another report suite

Steps that describe how to copy processing rules from one report suite and replace or append these rules to another report suite.

1. Click **Analytics** > **Admin** >**Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. On the **Processing Rules** page, click the **Copy Processing Rules** tab.
5. Select one or more destination report suites to receive the rules from the current report suite.
6. Select to **Replace all processing rules** or to **Append specific processing rules**, and then click **Copy.**

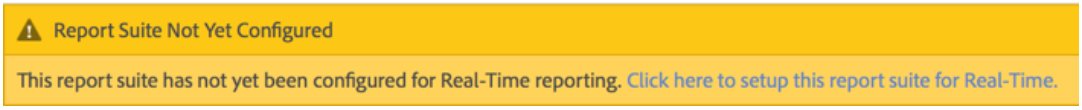
Real-Time Reports Configuration

Steps for setting up real-time reports in Reports & Analytics.

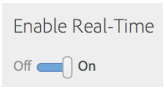
Setting up real-time reports within Reports & Analytics consists of selecting the report suite and configuring up to 3 reports for it.

1. Select the report suite for which you want to enable real-time reports. Navigate to **Reports & Analytics** > **View All Reports > Site Metrics** > **Real-Time** and select the report suite from the drop-down at the top:

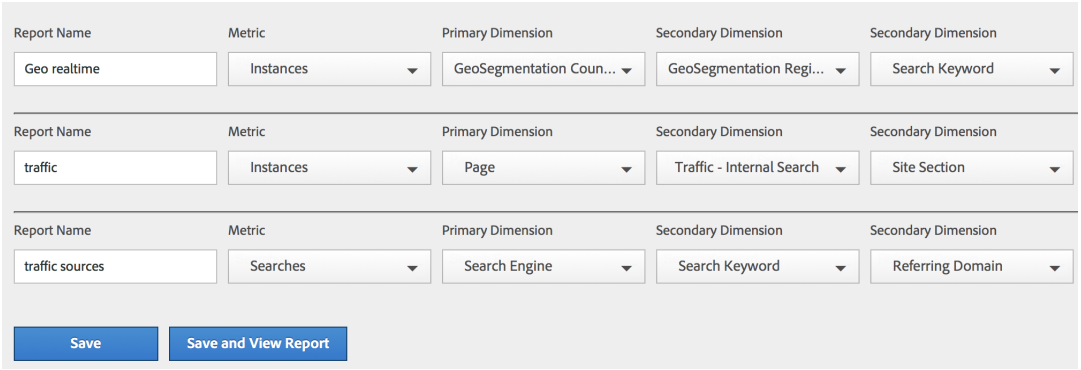
   If you try to view real-time reports for a report suite that has not been set up, a message appears with a link that takes you to the setup page in Step 2:


Report Suite Not Yet Configured
This report suite has not yet been configured for Real-Time reporting. Click here to setup this report suite for Real-Time.

2. To set up your reports, click the gear icon (top right) to access the Report Suite Manager. (Also available under **Analytics** > **Admin > Report Suites** > **Edit Settings** > **Real-Time**.)
3. Enable real-time reports for this report suite.

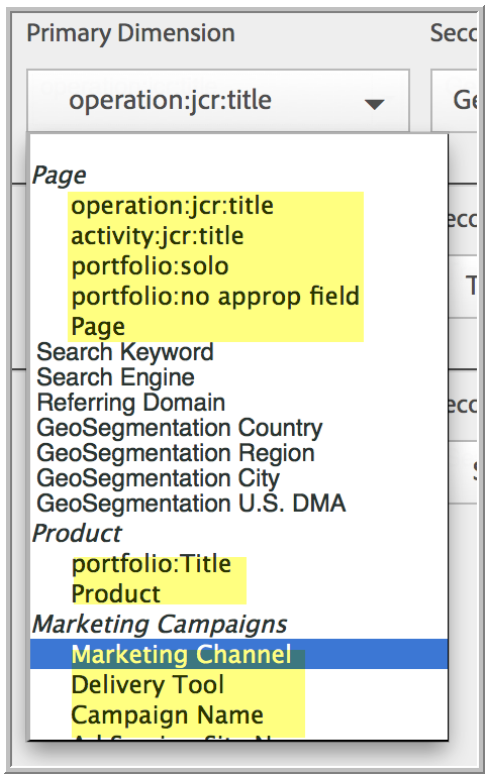


4. Set up real-time data collection for up to three reports, with one metric and three dimensions or classifications per report.



   For information on supported real-time metrics and dimensions, see *Supported Real-Time Metrics and Dimensions*.

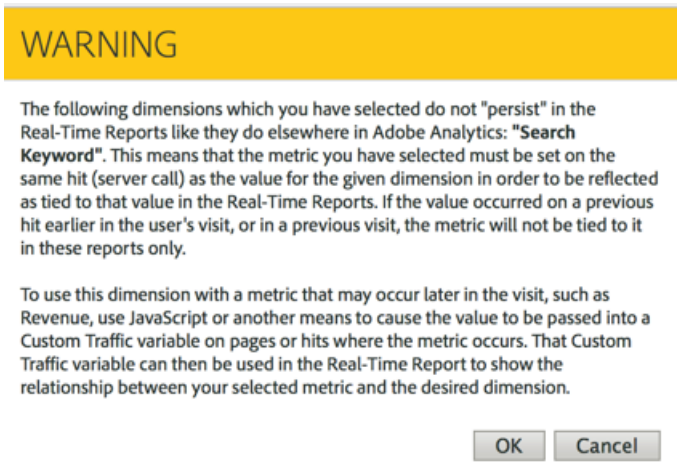
   If you have created classifications, they appear indented under the dimension for which they are defined:



Note: *For a single Real-Time report, we do not currently support enabling duplicate dimensions, even if a different classification is selected for each dimension.*

For more information about classifications, see *About Classifications*.

Note: *Some dimensions, such as "Search Keyword" or "Product", do not persist in Real-Time like they do elsewhere in Adobe Analytics. When you select a non-persistent metric, this warning appears:*


WARNING
The following dimensions which you have selected do not "persist" in the Real-Time Reports like they do elsewhere in Adobe Analytics: "Search Keyword". This means that the metric you have selected must be set on the same hit (server call) as the value for the given dimension in order to be reflected as tied to that value in the Real-Time Reports. If the value occurred on a previous hit earlier in the user's visit, or in a previous visit, the metric will not be tied to it in these reports only.
To use this dimension with a metric that may occur later in the visit, such as Revenue, use JavaScript or another means to cause the value to be passed into a Custom Traffic variable on pages or hits where the metric occurs. That Custom Traffic variable can then be used in the Real-Time Report to show the relationship between your selected metric and the desired dimension.
OK
Cancel

5. Click **Save** or **Save and View Report**. After this initial report setup, it can take up to 20 minutes for the data to begin streaming. From then on, data is immediately available. For information on viewing Real-Time reports, see *Run a Real-Time Report*.
6. By default, all users have access to Real-Time reports. To remove access, *manage access to metrics and reports* and remove access to **Advanced Reporting** > **Real-Time**.

Report Builder Reports

Manage license assigned to report builder users.

Every report builder license assigned to a user is automatically allocated ten scheduled tasks. This number of tasks can be adjusted and reallocated. Scheduled tasks cannot exceed the number of available tasks for each user. Any over-scheduled tasks do not run.

You can grant report builder access to any Analytics user by adding them to the report builder access group (**User Management** > **Groups**).

The **Scheduled Task Usage** information table displays all users with report builder access privileges.

See *Groups*.

Report Suite Manager

A report suite defines the complete, independent reporting on a chosen website, set of websites, or subset of web pages. Usually, a report suite is one website, but it can be a global segment where you have combined several sites' numbers to get totals. When you log in to the marketing reports, ad hoc analysis, and report builder, you select one report suite to use (except when you use roll-ups that combine report suites). Also, a report suite can be smaller than a website, if want to run reports for a portion of your site. Analytics solutions aggregate and report on these data stores. The admin **Report Suite Manager** lets you define the rules that govern how data is processed in a report suite.

Analytics > **Admin** > **Report Suites**

Report Suite Manager Descriptions

The following table describes elements on the **Report Suite Manager** page.

Element	Description
Select Report Suite	The **Report Suite Manager** highlights a selected report suite. You can select multiple report suites with **Ctrl+click** or **Shift+click**. A selected report suite remains selected until you select another report suite.
Download	Generates an Excel spreadsheet of all settings for the currently selected report suites.
Search	Lets you locate a specific report suite in the Report Suite List. The search tool includes both basic name-based search and an advanced search page for in-depth searches.

Element	Description
Groups	Lets you organize your report suites into custom groups. You can quickly access multiple report suites that share similar settings or that you commonly edit together.
Saved Searches	A dynamic group that uses the **Advanced Search** feature to define a set of criteria that determines its members. As you add or modify report suites in the **Report Suite Manager**, the **Saved Search** automatically adds those report suites that match its criteria.
Rollups	A rollup is single report suite that combines the tracking data of several other report suites. See *Rollup and Global Report Suites*.
Edit Settings	When you edit a report suite, the edits are applied to all selected report suites.
Create New	See *New Report Suite*.
Customize Columns	Lets you choose columns to add to the **Report Suite Manager**.
Report Suite ID	See *New Report Suite*.
Site Title	Identifies report suites in Admin Tools, and in the report suite drop-down list in the marketing report header. See *New Report Suite*.
Base URL	Defines the base domain for the report suite. See *New Report Suite*.

Individual Report Suite Settings

The **Individual Report Suite Settings** let you change the default settings of your report suites. Tools include a way to remove records for unwanted or obsolete pages, set default metrics, and configure report suite segments.

To access **Individual Report Suite Settings**:

1. Click **Admin**, then click **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Individual Report Suite Settings** > <*selection*>.

Download report suite settings

Steps that describe how to generate an Excel spreadsheet containing all the settings for the selected report suite.

1. Click **Admin** > **Report Suites**.
2. Select a report suite from the **Report Suite** table.

3. Click **Download**.
   You can open the spreadsheet file directly, or save it for viewing.

New Report Suite

You can create a new report suite by selecting either a pre-defined template, or use one of your existing report suites to serve as a general model.

Descriptions of the elements used when *creating a report suite*.

Element	Description
Report Suite ID	Specifies a unique ID that can contain only alphanumeric characters. This ID cannot be changed after it is created. Adobe sets the required ID prefix. Contact your account manager or Customer Care to change the prefix value. When creating multiple report suites, ensure that the naming convention you use guarantees unique report suite IDs.
Site Title	Identifies the report suite in **Admin Tools**. This title is also used in the **Report Suite** drop-down list in the suite header.
Time Zone	Schedules events and time stamp data.
Base URL	(Optional) Defines the base domain for the report suite. This URL functions as an internal URL filter if you do not explicitly define internal URL filters for the report suite.
Default Page	(Optional) Strips occurrences of the **Default Page** value from URLs it encounters. If your **Most Popular Pages** report contains URLs rather than page names, this setting prevents multiple URLs for the same web page. For example, the URLs `http://mysite.com` and `http://mysite.com/index.html` are typically the same page. You can remove extraneous filenames so that both these URLs show up as `http://mysite.com` in your reports. If you do not set this value, Analytics automatically removes the following filenames from URLs: `index.htm`, `index.html`, `index.cgi`, `index.asp`, `default.htm`, `default.html`, `default.cgi`, `default.asp`, `home.htm`, `home.html`, `home.cgi`, and `home.asp`. To disable filename stripping, specify a Default Page value that never occurs in your URLs.
Go Live Date	Informs Adobe the date that you expect this report suite to become active. If your deployment schedule changes,

Element	Description
	provide an updated traffic estimate using the **Permanent Expected Traffic** tool in *Traffic Management*.
Estimated Page Views Per Day	Identifies the estimated number of page views you expect this report suite to support in a day. Large traffic volumes require a longer approval process. To avoid processing delays, be as accurate as possible with this estimate.
Base Currency	Specifies the default currency used to store all monetary data. Analytics reporting converts transactions in other currencies to the base currency, using the current conversion rate at the time it receives the data. Analytics reporting uses the *currencyCode* JavaScript variable to identify the currency of a given transaction.
Disable Multi-byte Character Support	Disables multibyte character support for the report suite. If you disable multibyte character support, the system assumes that data is in ISO-8859-1 format. Web pages must specify their character set in the *charSet* JavaScript variable. Multibyte character support stores characters in the report suite using UTF-8. Upon receipt, the system converts data from your web page's character set to the UTF-8 character set, so you can use any language in your marketing reports. Contact your Account Manager or Customer Care to change the multibyte character support for an existing report suite.
Activate Ad Hoc Analysis for this suite	Enables viewing this report suite when you perform ad hoc analysis.

Create a report suite

Steps that describe how to create a report suite.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Create New** > **Report Suite**.
4. In the template list, select either a predefined template or an existing report suite to use as a *template*.
5. Fill in the fields described in *New Report Suite*.
6. Click **Create Report Suite**.

Settings Not Copied from a Source Report Suite

If you copied settings from an existing report suite, a system message identifies any settings not copied to the new report suite.

The following settings are not copied from template or duplicated report suites:

- Pathing on variables
- Survey
- Target
- Subrelations
- Visitors by Page Manager
- Hierarchy
- Commerce Visits; Commerce Visitors
- Custom Insight Participation Manager
- Custom Insight Participation Types Manager
- Unique Events Manager
- Enable Transaction ID Recording
- Weekly page visits > set in "Visitors by Page Manager"
- Monthly page visits > set in "Visitors by Page Manager"
- Quarterly page visits > set in "Visitors by Page Manager"
- Ad hoc analysis sampling not set
- Visitor click map manager
- VISTA rules
- Menu customizations
- Classification data, not structure

Report Suite Groups

In the **Report Suite Manager**, you can organize your report suites into custom groups. Groups let you quickly access multiple report suites that share similar settings or that you commonly edit together.

Create a report suite group

Steps that describe how to create a report suite group.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. In the **Report Suite Groups** area, select a report suite.
3. Type a name for the report suite group.
4. Drag report suites from the **Report Suite List** to the **Drag Report Suites Here** area.

   Click `Ctrl+click` and `Shift+click` to select multiple report suites and drag them to the group.

Report Suite Templates

Report Suite templates configure the most common settings for several types of report suites.

To save time when creating a new report suite, you can select a template that is similar the report suite configuration you have designed. Selecting a report suite template does not limit your implementation in any way. Any configuration made by a report suite template can be changed after the report suite is created.

Aggregator Portal

Defines common settings for a website that aggregates content, such as a news portal.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Campaign	String	Basic	Most Recent (Last)	Visit	`evar1`
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	`evar2`
Referral Category	String	Basic	Most Recent (Last)	Visit	`evar3`

Success Events	Type	s_code variable
Sign-in	Counter (no subrelations)	`event1`
Referral View	Counter (no subrelations)	`event2`
Referral Clicks	Counter (no subrelations)	`event3`

Custom Insight Variables	s_code variable
Traffic Property 1 - 5	`prop1, prop2, prop3, prop4, prop5`

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	`purchase`
Orders	Counter	`purchase`
Units	Counter	`purchase`
Carts	Counter	`scOpen`
Cart Views	Counter	`scView`
Instances	Counter	N/A
Checkouts	Counter	`scCheckout`
Cart Additions	Counter	`scAdd`
Cart Removals	Counter	`scRemove`
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Commerce

Defines common settings for an e-commerce website.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotions	String	Basic	Most Recent (Last)	Visit	`evar1`
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	`evar2`
Merchandising Category	String	Basic	Most Recent (Last)	Visit	`evar3`
Commerce Variable 4	String	Basic	Most Recent (Last)	Visit	`evar4`
Commerce Variable 5	String	Basic	Most Recent (Last)	Visit	`evar5`

Success Events	Type	s_code variable
Registrations	Counter (no subrelations)	`event1`
Custom Events 1-5	Counter (no subrelations)	`event1, event2, event3, event4, event5`

Custom Insight Variables	s_code variable
Traffic Property 1 - 5	`prop1, prop2, prop3, prop4, prop5`

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	`purchase`
Orders	Counter	`purchase`
Units	Counter	`purchase`
Carts	Counter	`scOpen`
Cart Views	Counter	`scView`
Instances	Counter	N/A
Checkouts	Counter	`scCheckout`
Cart Additions	Counter	`scAdd`
Cart Removals	Counter	`scRemove`
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Content and Media

Defines common settings for a website that develops original content and displays articles and videos.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Campaign	String	Basic	Most Recent (Last)	Visit	`evar1`
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	`evar2`
Commerce Variable 3	String	Basic	Most Recent (Last)	Visit	`evar3`
Commerce Variable 4	String	Basic	Most Recent (Last)	Visit	`evar4`

Success Events	Type	s_code variable
Registrations	Counter (no subrelations)	`event1`
Email Registrations	Counter (no subrelations)	`event2`
Subscriptions	Counter (no subrelations)	`event3`
Page Views	Counter (no subrelations)	`event4`
Ad Impressions	Counter (no subrelations)	`event5`
Ad Clicks	Counter (no subrelations)	`event6`

Custom Insight Variables	s_code variable
Traffic Property 1 - 5	`prop1, prop2, prop3, prop4, prop5`

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	`purchase`
Orders	Counter	`purchase`
Units	Counter	`purchase`
Carts	Counter	`scOpen`
Cart Views	Counter	`scView`
Instances	Counter	N/A
Checkouts	Counter	`scCheckout`
Cart Additions	Counter	`scAdd`
Cart Removals	Counter	`scRemove`
Visits	Counter (no subrelations)	N/A

Standard Commerce Events	Type	s_code variable
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Default Template

Configures several common variables and success events for a typical website.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Campaign	String	Basic	Most Recent (Last)	Visit	`evar1`
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	`evar2`
Commerce Variable 3	String	Basic	Most Recent (Last)	Visit	`evar3`
Commerce Variable 4	String	Basic	Most Recent (Last)	Visit	`evar4`

Success Events	Type	s_code variable
Registrations	Counter (no subrelations)	`event1`
Email Registrations	Counter (no subrelations)	`event2`
Subscriptions	Counter (no subrelations)	`event3`
Page Views	Counter (no subrelations)	`event4`
Ad Impressions	Counter (no subrelations)	`event5`
Ad Clicks	Counter (no subrelations)	`event6`

Custom Insight Variables	s_code variable
Traffic Property 1 - 5	`prop1, prop2, prop3, prop4, prop5`

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	`purchase`
Orders	Counter	`purchase`

Standard Commerce Events	Type	s_code variable
Units	Counter	purchase
Carts	Counter	scOpen
Cart Views	Counter	scView
Instances	Counter	N/A
Checkouts	Counter	scCheckout
Cart Additions	Counter	scAdd
Cart Removals	Counter	scRemove
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Financial Services

Defines common settings for banks and other institutions that provide access to online services.

Conversion Variables (eVars)	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotion	String	Basic	Most Recent (Last)	Visit	evar1
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	evar2
Self-Service Event Type	String	Basic	Most Recent (Last)	Visit	evar3

No success events are configured by this report suite template.

Custom Insight Variables	s_code variable
Secure / Non-Secure	prop1
Traffic Property 2 - 5	prop2, prop3, prop4, prop5

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	purchase
Orders	Counter	purchase

Standard Commerce Events	Type	s_code variable
Units	Counter	purchase
Carts	Counter	scOpen
Cart Views	Counter	scView
Instances	Counter	N/A
Checkouts	Counter	scCheckout
Cart Additions	Counter	scAdd
Cart Removals	Counter	scRemove
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Job Portal

Defines common settings for a job portal or career search website.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotion	String	Basic	Most Recent (Last)	Visit	evar1
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	evar2
Self-Service Event Type	String	Basic	Most Recent (Last)	Visit	evar3

No success events are configured by this report suite template.

Custom Insight Variables	s_code variable
Secure / Non-Secure	prop1
Traffic Property 2 - 5	prop2, prop3, prop4, prop5

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

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Revenue	Counter	purchase
Orders	Counter	purchase

Standard Commerce Events	Type	s_code variable
Units	Counter	purchase
Carts	Counter	scOpen
Cart Views	Counter	scView
Instances	Counter	N/A
Checkouts	Counter	scCheckout
Cart Additions	Counter	scAdd
Cart Removals	Counter	scRemove
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Lead Generation

Defines common settings for a website that provides information about services and products that are typically sold through further engagement.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotion	String	Basic	Most Recent (Last)	Visit	evar1
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	evar2
Self-Service Event Type	String	Basic	Most Recent (Last)	Visit	evar3

No success events are configured by this report suite template.

Custom Insight Variables	s_code variable
Secure / Non-Secure	prop1
Traffic Property 2 - 5	prop2, prop3, prop4, prop5

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

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Revenue	Counter	purchase
Orders	Counter	purchase

Standard Commerce Events	Type	s_code variable
Units	Counter	purchase
Carts	Counter	scOpen
Cart Views	Counter	scView
Instances	Counter	N/A
Checkouts	Counter	scCheckout
Cart Additions	Counter	scAdd
Cart Removals	Counter	scRemove
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Support Media

Provides common settings for a website that provides product support articles and videos.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotion	String	Basic	Most Recent (Last)	Visit	evar1
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	evar2
Self-Service Event Type	String	Basic	Most Recent (Last)	Visit	evar3

No success events are configured by this report suite template.

Custom Insight Variables	s_code variable
Secure / Non-Secure	prop1
Traffic Property 2 - 5	prop2, prop3, prop4, prop5

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	purchase
Orders	Counter	purchase

Standard Commerce Events	Type	s_code variable
Units	Counter	`purchase`
Carts	Counter	`scOpen`
Cart Views	Counter	`scView`
Instances	Counter	N/A
Checkouts	Counter	`scCheckout`
Cart Additions	Counter	`scAdd`
Cart Removals	Counter	`scRemove`
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Rollup and Global Report Suites

Rollup report suites aggregate data from multiple child report suites and display them in a summarized data set.

Not to be mistaken with global report suites, rollups provide a convenient place to see summed totals such as Page Views, Revenue, or Technology metrics. Rollups are frequently used because they do not require additional implementation.

- *Definitions of Report Suite Types*
- *Rollup vs. Global Report Suites*
- *Which Report Suite Type Do I Want to Implement?*

Definitions of Report Suite Types

Global report suite: Implementation is altered to send image requests across domains into a single global report suite, in addition to individual report suites.

Rollup report suite: Created in Admin Tools. Takes the sum of each metric at the end of every day.

- Rollups are free to use and do not increment any server calls.
- Rollups provide total data, but do not report individual values in reports. For example, eVar1 values are not included, but its aggregate total can be.
- Data is not deduplicated when combining data across report suites. A single user can touch three different report suites in a single day, and would appear as three daily unique visitors in the rollup.
- Rollup aggregation happens on a nightly basis.
- When adding a report suite to an existing rollup, historical data is not included in the rollup.
- Rollup report suites have limited reporting capabilities. For example, unique visitor counts are added across report suites. If the same person visits two separate report suites, a rollup lists that person as two visitors, whereas a standard global report suite shows one visitor.
- All child report suites must have data in them in order for a rollup to function. If new report suites are included in a rollup, make sure to send at least one page view to those report suites.
- Rollup report suites are limited to a maximum of 40 child report suites.

- Data contained in Rollup report suites does not support subrelations, segments, or any metrics that were introduced in marketing reports.
- The Pages report is not available in rollup report suites. It is replaced by the Most Popular Sites report, which reports on metrics at the child-suite level.

Rollup vs. Global Report Suites

Server calls: Global report suites increment secondary server calls, while rollups do not make any server calls whatsoever.

Implementation changes: Rollups do not require any implementation changes, while global report suites require an additional report suite ID be placed in the s_code.js file.

Duplication: Global report suites deduplicate unique visitors, while rollups do not. For example, if a user visits three of your domains in the same day, rollups would count three daily unique visitors. Global report suites would record one unique visitor.

Time frame: Rollups are only processed at midnight each night, while global report suites report data with standard latency.

Breadth: Global report suites can attribute credit to conversion variables between report suites, as well as provide pathing across report suites. Rollups have no way to communicate between report suites.

Historical data: Rollups can aggregate historical data, while global report suites only report data from the point they were implemented.

Reports: Global report suites provide additional information on ALL reports implemented; rollups provide aggregate data on only high-level reports.

Supported products: Rollups are not supported in data warehouse or ad hoc analysis. Marketing reports are limited to 40 child report suites. Global report suites can be used across all products, and can have an unlimited number of child report suites.

Which Report Suite Type Do I Want to Implement?

When choosing whether to use rollups or global report suites, consider the following:

- Is the number of server calls critical to my organization? If keeping server calls limited is important, consider using rollups. Global report suites almost double the number of server calls made.
- Does reporting a high-level total of traffic across all suites suffice? If deduplicated visitors are a requirement, consider implementing a global report suite.
- Are pathing and conversion/success events across domains important? If cross-site campaigns are heavily used, consider implementing a global report suite.
- Is viewing total site data time-sensitive? Individual report suites still report near real time. If seeing report suite totals the next day is adequate, rollups are recommended.
- Is there a large amount of actionable historical data? Global report suites cannot report retroactively - rollups are recommended if historical data is important.
- Is data warehouse and ad hoc analysis essential to supplement reporting? If so, a global report suite is recommended.

Neither choice affects individual report suites. Carefully consider the pros and cons before determining which your organization prefers.

Create a rollup report suite

Steps that describe how to create a rollup report suite.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. In **Report Suite Groups**, click **Add** next to the **Rollups** heading.
3. In the **Create a New Rollup** dialog box, provide the following information:

   Report Suite ID: The rollup's report suite ID.

   Report Suite Title: The report suite title that appears in the Site menu.

   Time Zone: The time zone where data is reported.
4. Click **Create Rollup**.

Save a report suite search

Steps that describe how to define a set of criteria that determines the members of a report suite search.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. In Report Suite Groups, click **Add** (next to the **Saved Searches** heading.
3. In the **Name Search** field, type the name of the new saved search.
4. Define the search criteria, then click **Save Search**.

Scheduled Reports Queue

Lets Admin-level users see and manage scheduled reports across the organization.

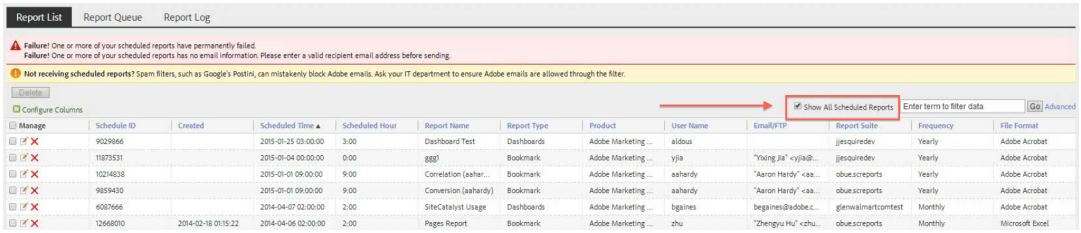
Analytics > **Components** > **Scheduled Reports**

Admin-level capabilities in the Scheduled Reports Manager include:

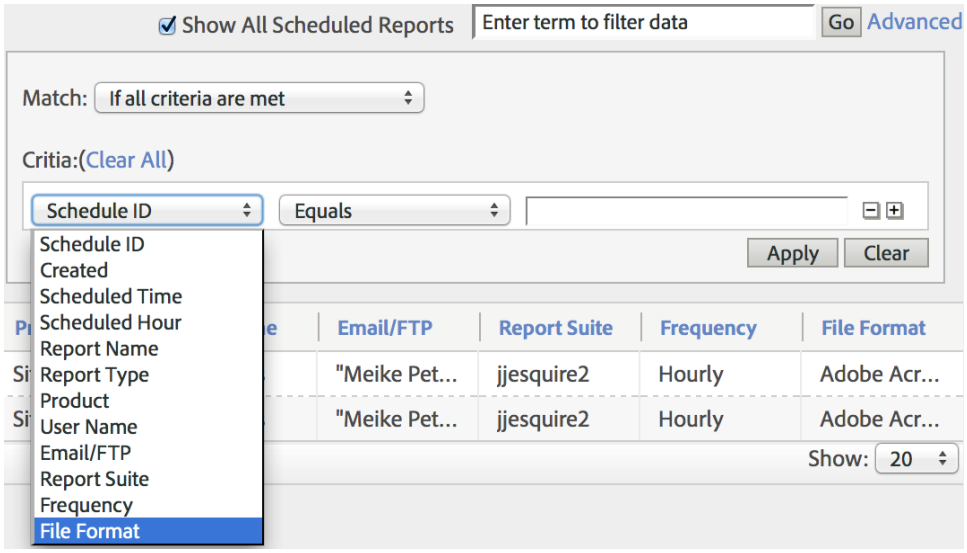
• The option to *Show all Scheduled Reports* in your organization.
• *Advanced Filtering Capabilities* across your organization.
• The new *Report Queue* tab that lists all reports that are queued for execution on reporting servers.
• Exposing the *Schedule ID* in the Report Queue interface.

Show all Scheduled Reports
On the **Report List** tab, you can **Show All Scheduled Reports** in your organization, in addition to the ones you personally scheduled.

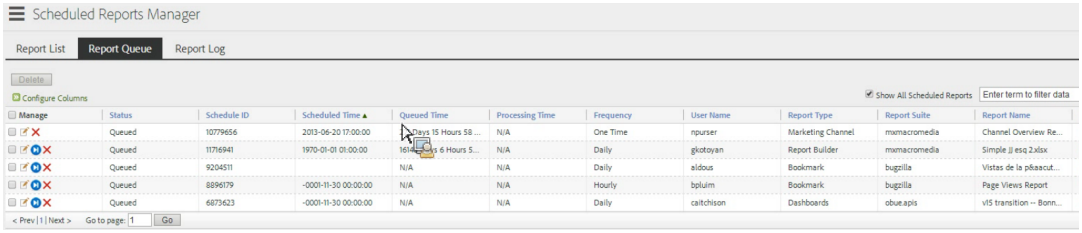
Note: *The **Report Name** column displays the name of the report which is being scheduled and the **File Name** column displays any custom file name set by you in Advanced Delivery Options. As a result, if you schedule multiple reports of the same report type and you specify customized names for each, the Scheduled Reports Manager would display multiple entries with the same Report Name but with different file names. This is because the back end report being scheduled is same, so the Report Name column would have the same report names for all but customized file names (as set).*



Advanced Filtering Capabilities
For example, if you wanted to filter on all reports that are scheduled hourly, you would specify **Frequency equals Hourly** in the **Advanced** filter and click **Apply**:

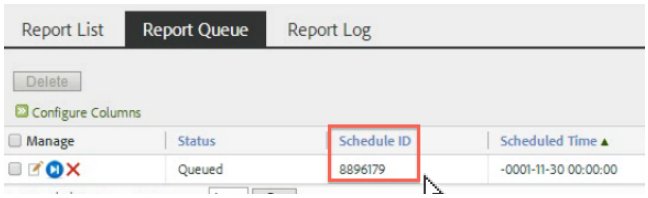


Report Queue
This queue lets you manage and potentially delete any scheduled reports that are "clogging up" the queue. (Typically, reports time out after 4 hours.)



The Report Queue also gives you the ability to "Skip a scheduled report once". Just click the blue icon in the **Manage** column.

Schedule ID
Having the **Schedule ID** exposed in the Report Queue interface helps when you need to contact Adobe Client Care for resolution of a scheduled reports issue.



Security Manager

Enables you to control access to reporting data. Options include strong passwords, password expiration, IP login restrictions, and email domain restrictions.

Analytics > **Admin** > **Company Settings** > **Security**

Element	Description
Require Strong Passwords	Forces users to create more secure passwords that adhere to the following rules: • Must be at least eight characters in length. • Has at least one symbol/number character between the first and last characters. • Has at least one alpha character. • Cannot be found in a dictionary or contain words from a dictionary (English). • May not include any three (3) consecutive characters from the login username. • Must be different than the previous 10 passwords. ***Note:*** *This feature is enforced on new passwords going forward. It does not check existing passwords, or force users to change existing passwords. For this reason, consider enabling password expiration to force users to change their passwords and adhere to the strong password rules.*
Password Expiration	Forces users to regularly change their user account password. You can specify the interval at which you want passwords to expire, and force passwords to expire immediately.
Enforce IP Login Restrictions	Limits report access to specific IP addresses or IP address ranges. You can add up to 100 entries in the IP Address Filter list, and each entry can be a specific address or a range of addresses. **Enforce IP Login Restrictions** is not enforced until there is at least one entry in the IP Address Filter list.

Element	Description
	Accepted IP Address: To specify an IP address range, enclose the range in brackets (for example, `192.168.10.[20-240]`). You can also use wildcards (*) to specify any number from 0 to 255 (for example, `192.168.[10-14].*`) Failed logins are logged and viewable from the *Usage and Access Log*.
Enforce Email Domain Restrictions	Filters the email addresses and domains where Analytics sends bookmarks, downloadable reports, and alerts. The email filter list supports up to 100 entries, and each entry can be an email address or an entire email domain. If a scheduled report has an unapproved email destination, Analytics sends an email notification of the problem, and a link to unschedule the report. **Enforce Email Domain Restrictions** is not enforced until there is at least one entry in the **Accepted Email Domain Filter** list. **Accepted Email Address and Domains**: To specify an IP address range, enclose the range in brackets (for example, `192.168.10.[20-240]`). You can also use wildcards (*) to specify any number from 0 to 255 (for example, `192.168.[10-14].*`)
Password Recovery Notification	Notifies the specified administrators when a user attempts to reset a user account password. **Available Admins**: Displays all administrators. You can Ctrl+click and Shift+click to select multiple administrators. **Email Members**: Displays the currently defined email group.

Single Sign-On

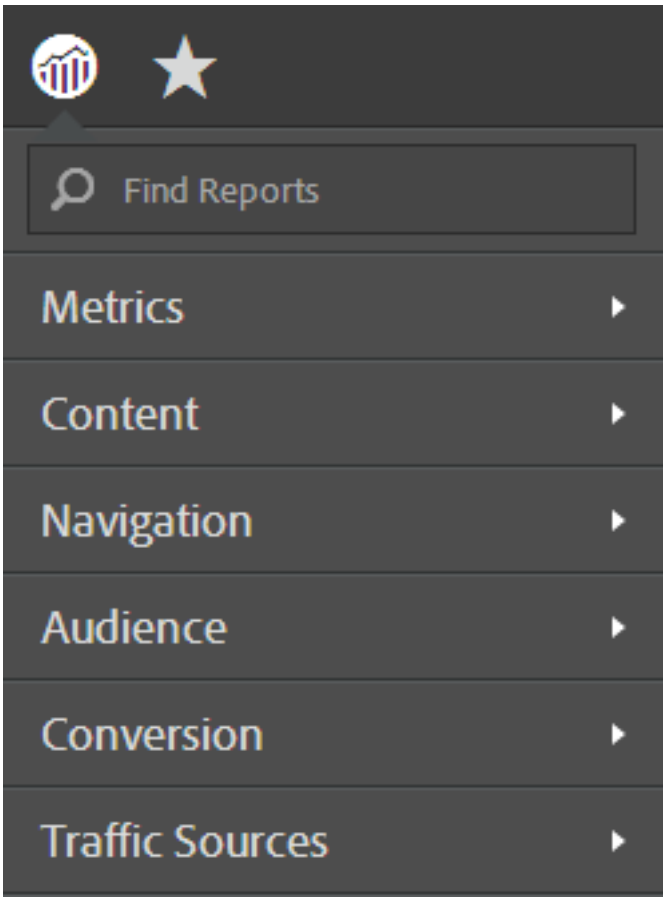
Single sign-on in the Adobe Marketing Cloud is implemented through Marketing Cloud Groups. Navigate to Marketing Cloud > Administration > Enterprise Dashboard.

See *Identity Management* in Marketing Cloud help.

Simplified Reports Menu

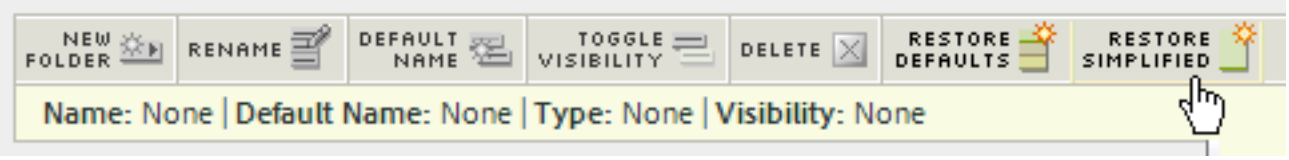
Steps to implement the simplified reports menu in marketing reports and analytics.

The simplified Adobe Reports & Analytics menu lets you choose to apply an alternate and simplified menu with restructured folders underneath. The simplified menu displays these options by default:



Note: *Be aware that applying the simplified menu removes all customization you may have made to the default menu structure. It also implements the simplified menu structure for all marketing reports and analytics users in your organization. Think carefully about the ramifications (such as training developed around your existing menu structure) before implementing this new menu, as you cannot revert to any customization in your existing menu structure.*

1. Navigate to **Analytics** > **Admin** > **Report Suites** to open the Report Suite Manager.
2. Select the report suite for which you want to implement the simplified menu structure.
3. Go to **Edit settings** > **General** > **Customize Menus**.
4. Click **Restore Simplified** to implement the simplified menu structure.



5. To go back to the (non-customized) default menu, click **Restore Defaults**.

Social Management

If you have Adobe Social enabled, this option allows you to classify Social variables.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Social Management** > **Social Classifications.**.

Success Events

Success events are actions that can be tracked. You determine what a success event is. For example, if a visitor purchases an item, the purchase event could be considered the success event.

There are many kinds of success events, depending on your web site type. Several examples include:

- **Retail**: Product view, checkout, purchase
- **Media**: Subscription, contest sign-up, page view, video view
- **Finance**: Application submission, login, self-service tools usage
- **Travel**: Booking (purchase), internal campaign (click-through), search (pricing itinerary)
- **Telecommunications**: Purchase, leads, self-service tools usage
- **High Tech**: White-paper download, RFP, form completion, support requests
- **Automotive**: Lead submission, request a quote, brochure download

The *s.events* variable defines a success event.

Success Events Page - Descriptions

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Conversion** > **Success Events**

The Success Events page lets you configure the Event variables used on your site. You can add up to 1,000 success events. Events 81-1,000 only work if on H22 code or higher.

Element	Description
Event	The original name of the event.
Name	Give meaningful names to success events used on your site. For example, if event1 is used to track registrations, change the name here so that event1 will be represented as the "Registrations" metric in all Conversion reports.
Type	The selected **Type** determines whether the event is a counter (standard), numeric, or currency event. Numeric and currency events allow you to increment metrics by more than one. Counter events are used to record an event in time, whereas currency events record a decimal number, like tax or shipping. The value passed into currency events is converted from the page currency to the report suite's base currency upon receipt. For details on using currency events, contact an Adobe representative. Numeric events are used to report on non-currency numbers, such as the number of coupons used in an order. Currency events are used to track tax and shipping charges. Events used in the Standard type of Data Sources must be numeric or currency events.

Element	Description
Polarity	**Note:** *This setting is not currently used in Adobe Analytics, but will be used in the future.* Metric polarity allows you to indicate whether Adobe Analytics should consider it good or bad if a given custom event (metric) goes up. It will allow Adobe Analytics to show directional indicators (arrows) for various metrics to add context (for example, week over week comparisons. Examples: if "Bugs Submitted" goes up week over week, should Adobe Analytics consider that good, or bad? An increase in Email Registrations is probably good. But an increase in Form Submission Errors is probably bad.
Description	A brief description of the event's purpose and usage.
Unique Event Recording	See *Event Serialization*.
Participation	See *Metrics Participation*.
Warning (currency event)	When changing event types to or from a currency event, a message is displayed stating that historical data is not available in reporting. Different event types use separate data tables, and cannot be used simultaneously. Some historical data can be restored if the user reverts the event type. However, any data collected after the initial change is not available. Use caution when changing an event type.

Configure success events

Steps that describe how to configure success events.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Success Events**.

4. In the **Name** column, select the checkbox next each item to enable editing, then specify the desired name.
5. In the **Type** column, select the checkbox next each item to enable the drop-down list, then select the desired type.

   Note: *Before you change an event type, see About Changing the Event Type.*

   See *Success Events Page - Descriptions* for information about these elements.
6. In the **Polarity** column, specify whether an upward trend for this metric is good or bad.

> ***Note:*** *This setting is not currently used in Adobe Analytics, but will be used in the future.*

7. In the **Visibility** column, you can hide standard (built-in) metrics, custom events, and built-in events in the Menu, Metric Selectors, Calculated Metrics Builder, and the Segment Builder.
   This setting does not impact the data collection for that metric or event; it affects only its visibility in the user interface.
8. Provide a description.
9. Check whether to always record the event.
10. Enable or disable *participation metrics*.

> ***Note:*** *You can enable participation for up to 100 custom events. Beyond that, you can create participation metrics in the Calculated Metrics builder.*

11. Click **Save**.

About Changing the Event Type

Describes the consequences of changing an event type after data has been collected.

Version 14 Report Suites

If you change an event from counter, numeric, or currency to another type, any data captured as the previous type is hidden until the type is changed back. Version 14 event data is displayed only when the current event type matches the captured event type.

Any data sent while the event is set to another type is lost permanently.

Version 15 Report Suites with Historical Version 14 Data

In version 15, you can change an event from counter, numeric, or currency to another type without losing access to previously captured data. However, if you change an event type, any historical version 14 data that was captured as the previous type is hidden until the type is changed back.

For these report suites, do not change an event type unless you understand that you will lose access to historical version 14 data for that event. The historical version 14 event data is displayed only when the current event type matches the captured event type.

Version 15 Report Suites

In version 15, you can change an event from counter, numeric, or currency to another type without losing access to previously captured data.

Survey Settings

You can specify whether a user group has access to Survey management or reporting. Users with the proper permission can generate reports on data collected from Survey. For example, you can run reports to see which surveys are associated with generating revenue, or you can see the performance of each survey compared to other surveys. You can see which surveys users are completing and which questions and responses are generating revenue.

To access **Survey Settings**:

1. Click **Analytics** > **Admin** > **Report Suites**, then select a report suite.
2. Click **Edit Settings** > **Survey Settings** > <*selection*>.

See *Configuring Adobe Survey* in Survey Help.

Timestamps Optional

Combine both timestamped and non-timestamped data into a single report suite.

Timestamps Optional lets you:

- Mix timestamped and non-timestamped data in the same global report suite.
- Send timestamped data from a mobile app to a global report suite.
- Upgrade apps to use offline tracking without having to create a new report suite.

See *Using Timestamps Optional* for best practices when using timestamps in your report suite.

Important: *If you are using Timestamps Optional, then do not set s.visitorID on data that is already timestamped. This can lead to out-of-order data and negatively impact time calculations (such as time spent values), attribution (eVar persistence), visit number/visit counts, and pathing reports.*

New Report Suites

- If created from a template, a new report suite defaults to Timestamps Optional.

  (You can create a new report suite from a template at **Admin > Report Suites > Create New > Report Suite**.)
- If copied from an existing report suite, then the new report suite inherits the timestamp setting from the original, including:
  - **Timestamps not allowed** (setting s.visitorID supported)
  - **Timestamps required** (setting s.visitorID not supported)
  - **Timestamps optional** (setting s.visitorID supported but not on timestamped hits)

To change existing report suites to Timestamps Optional

1. Go to **Admin > Report Suites > Edit Settings > General > Timestamp Configuration**.
2. Select the **Convert selected report suites to Timestamps Optional** box.

   This will change your report suite to Timestamps Optional.

Note: *Once set to **Timestamps Optional**, you will need to call Adobe Client Care to change settings for the selected report suites.*

Traffic Variable

Custom Insight Traffic Variable (or prop) enables you to correlate custom data with specific traffic-related events. The prop variables are embedded in the implementation code on each page of your website.

Use the **Traffic Variables** page to enable, disable, or rename traffic variable reports. Once disabled, the report for a traffic variable does not appear in the user interface.

Enable traffic variable reports

Steps that describe how to add and enable traffic variable reports.

1. Click **Analytics** > **Admin** > **Report Suites**, then select a report suite.
2. Click **Edit Settings** > **Traffic** > **Traffic Variables**.
3. Click **Add New**, then name the report.
4. Click **Enable**, then click **Save**.

Traffic

The **Traffic Management** page lets you specify expected traffic volume changes. These settings let Adobe allocate the appropriate resources to ensure that your traffic can be tracked and processed in a timely manner.

To access traffic settings:

1. Click **Analytics** > **Admin** > **Report Suites**, then select a report suite.
2. Click **Edit Settings** > **Traffic** > <*selection*>.

See *Traffic Classifications*.

Traffic Management

The Traffic Management page lets you specify expected traffic volume changes. These settings let Adobe allocate the appropriate resources to ensure that your traffic can be tracked and processed in a timely manner.

To access **Traffic Management**:

1. Click **Analytics** > **Admin** > **Report Suites**, then select a report suite.
2. Click **Edit Settings** > **Traffic Management** > <*selection*>.

Schedule a traffic spike

The Schedule Spike section lets you alert Adobe of temporary traffic spikes so that appropriate resources can be allocated to handle them.

Please read the information about *Required Lead Time for Traffic Increases* before you schedule a traffic spike.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Traffic Management** > **Schedule Spike**.
4. In the **Spike Start Date** field, specify the date when you expect the traffic spike to start.
5. In the **Spike End Date** field, specify the date when you expect the traffic spike to end.
6. In the **Expected Daily Page Views During Spike** field, specify the total expected daily page views during the traffic spike period, then click **Submit**.

   Make sure to specify the total expected page views, not just the additional page views.

   Note: *To schedule a traffic spike, include a phone number in your user contact information so that Adobe can contact you with questions, if needed.*

Specify permanent traffic increase

The Permanent Traffic sections lets you change expected traffic levels so Adobe can reassign resources to handle the new traffic level.

Please read the information about *Required Lead Time for Traffic Increases* before you specify a permanent traffic increase.

1. Open the Report Suite Manager by clicking **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Traffic Management** > **Permanent Traffic**.
4. In the **New Expected Daily Page Views** field, specify the total expected daily page views for the new traffic level.

   Make sure to specify the total expected page views, not just the additional page views.
5. In the **Effective Date** field, specify the date when you expect the new traffic level to start, then click **Submit**.

> ***Note:*** *To schedule a permanent traffic increase, include a phone number in your user contact information so that Adobe can contact you with questions, if needed.*

Required Lead Time for Traffic Increases

Adobe requires advance notice for new account setups, traffic spikes and traffic increases. Hardware must be allocated in advance to minimize latency and possible adverse impacts to the overall system.

Allocation of hardware is driven by alerts submitted through the reports & analytics user interface. **Unfortunately, Adobe is not able to accommodate "placeholder" traffic change requests. Unless otherwise indicated, please adhere to the suggested lead time as closely as possible, including not sending an alert too early.** (See *Schedule a traffic spike* or *Specify permanent traffic increase*).

Use the following guidelines to determine how far in advance you must submit a traffic alert:

Hardware Allocation Lead Times

DAILY Traffic Estimates (Hits)	Lead Time Needed (January – October)	Lead Time Needed (November – December)
Up to 1,000,000	No lead time needed	No lead time needed
1,000,000 – 5,000,000	Two BUSINESS days	All traffic increases targeted for November-December should be submitted by September 15th. This is to allow time to purchase capacity if necessary to accommodate holiday traffic.
5,000,000 – 10,000,000	One calendar week	
10,000,000 – 25,000,000	Two calendar weeks	
Above 25,000,000	One or more months	

Other things to consider:

- If you have several report suites starting up or increasing that add up to the numbers listed above, the lead time applies as a sum of the traffic expected for each of them.
- Have the following information available to submit a traffic change:
  - Report suite ID

- Estimated hits per day
- Go-live date

- Client Alerts are also needed when traffic decreases are or a report suite is deprecated.

Hardware De-Allocation Due to Unrealized Traffic

Hardware for new accounts, traffic spikes and traffic increases will be de-allocated if the projected traffic in the client alert does not materialize within 4 weeks of the “Go live date”. If the traffic is still anticipated, a new client alert must be generated as a traffic increase.

Unique Visitor Variable

Designates an eVar to contain your unique visitor identifier. This variable lets you report on customer activity using your own unique identifier.

Specify the Unique Visitor variable

Steps that describe how to designate which eVar contains your visitor identifier.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Unique Visitor Variable**.
4. Select the **Available eVars** checkbox to enable the drop-down list.
5. Select an eVar from the drop-down list, then click **Save**.

Use Case - Extracting Visitor IDs

Data warehouse provides a feature that allows you to extract a list of visitor IDs. These IDs are not cookie IDs, but IDs that you capture in one of your conversion variables. Although there are other ways to get at this information, the following example is a shortcut to generating a data warehouse request.

For example, assume that your business sends marketing e-mails to customers and prospects. Each of these e-mail recipients has a unique ID in your e-mail system (such as *EMAIL Contact ID*). You set up your e-mails so that when contacts receive an e-mail and click one of its links, the visitor arrives at your website with a campaign ID and a unique EMAIL Contact ID. For example, your e-mail link may resolve to:

```
http://www.test.com/?cid=springmailblast&mid=1363660158
```

Setting these in conversion variables (eVars) allows you to see how each e-mail performed (through the campaign ID) and how often each e-mail recipient visited the site (through the EMAIL Contact ID).

Assume you are capturing these IDs. Most marketers want to segment their website behavior and then see if they can re-market to those who meet certain criteria. For example, you may want to send a re-marketing e-mail to all e-mail recipients who came to your site from the e-mail and viewed (or completed) a website form. To do this, find a way to identify the EMAIL Contact IDs of those completing the specific form.

One way to do this is to use a Conversion Subrelation report to break down the Form ID eVar value by the EMAIL Contact ID eVar. However, a pre-built feature is available to do this using Data Warehouse. This feature allows you to tell which eVar stores your Unique User IDs (EMAIL Contact ID in this case) and allows you to easily extract those IDs using data warehouse. By using this feature, you can automatically create a data warehouse request that pulls the Unique Visitor IDs for which you are interested.

User Management

The User Management page lets you manage marketing report users and groups, and control access to reports, tools, and report suites. The permission system is group-based, meaning that the groups a user belongs to determines the user's access to reporting features.

Analytics > **Admin** > **User Management**

User Management Descriptions

The following table describes elements on the **Users** tab in **User Management**.

Element	Description
Number of User Logins available	The maximum number of user accounts you can create for this company. If necessary, you can contact your Account Representative or Customer Care to increase this number at no charge.
Number of User Logins in use	The number of user accounts currently in use for this company.
Number of User Logins Remaining	The difference between the user account maximum and the number of existing user accounts.
Add New User	Lets you add a user account to the company. This link is available only if the Number of User Logins Remaining is greater than 0. See *Users*.
Download Report	Exports the contents of the **Users** table to a tab-delimited file.
Login	The user name. You can click the user name to edit the user account properties. See *Users*.
First Name	The user's first (given) name.
Last Name	The user's surname (family name).
Title	The user's job title.
Admin	Specifies if the user account has administrative privileges.
Last Login	Displays a timestamp of the last login for this user account.
Expires	Displays the account expiration account, if applicable.
Manage	Provides links for user account management.
Edit	Edit user account settings. See *Users*.

Element	Description
Delete	Delete the user account.
Transfer	Assign the privileges (permissions and resource access) of one user account to another. See *Transfer user account privileges*.

Report Suites

The **Report Suites** page lets you view and configure company report suites.

Analytics manages report suite access through group membership. For first-time setup, create the needed groups (assigning report suites to each group), then assign user accounts to the appropriate *groups*.

Assign user groups to a report suite

Steps that describe how to assign user groups to a report suite.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Report Suites**.
3. Select a report suite.
4. Under **Report Suite Permissions Management** page, select the groups to assign to the report suite:

   Available Groups: Displays all currently defined groups. Select the desired groups, then click **Add**. The assigned groups appear in the Group Containing field (on the right).

   Group Containing: Displays all groups currently assigned to the report suite. To remove a group, select it, then click **Remove**.
5. Click **Save Changes**.

Users

Manage report users and groups on the **User Management** page lets you manage users and groups, and control access to reports, tools and report suites.

Analytics > **Admin** > **User Management** > **Edit Users**

User Account Descriptions

Current Password

Feature	Description
Current Password	Administrators who want to add a user account, or edit an existing one, must enter his or her administrative password in this field.

Contact Information

Element	Description
First Name	The user's given name.

Element	Description
Last Name	The user's surname.
Title	(Optional) The user's job title.
Phone Number	(Optional) The user's business phone number.
Email Address	The user's business email address.

Default Dashboards

Creates a default dashboard for a specified report suite.

Login

Element	Description
User Name	The username used to log in. This entry cannot be longer than 40 characters. Names longer than this limit are truncated.
Set Password	The default account password.
Confirm Password	The default account password.
Require user to change password	(Optional) When selected, the user must change his or her password at the next login.
Login Valid From	(Optional) The dates during which a temporary account is valid.

Access

Element	Description
Administrator	Grants the user permissions to all company reports, sites and pages in analytics reports, as well as the ability to add, edit or delete other users. To *use processing rules*, you must be authorized by successfully taking a test.
User	Grants the user only the selected group permissions. Select the desired groups in the **Available Groups** field (on the left), then click **Add**. The assigned groups appear in the **Assigned Groups** field (on the right). For information about creating and managing groups, see *Groups*.

Welcome Email

Element	Description
Send Welcome Email	Instructs the system to automatically send a message to the user's Email address with information about the new account.

Element	Description
Custom Message	Adds additional content to the welcome message. The custom message field supports HTML, but you cannot include attachments.
Preview Email	Displays the Welcome email in a separate browser window.
Set as default Welcome Message	Modifies the default Welcome message to include the custom content specified in the Custom Message pane.

Add a user account

Steps that describe how to add a user account.

1. **Analytics** > **Admin** > **User Management**.
2. Click **Add New User**.
3. Complete the fields specified in *User Account Descriptions*.

Transfer user account privileges

Steps that describe how to assign the privileges (permissions and resource access) of one user account to another.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Edit Users**.
3. Click **Transfer** in the row of the user account you want to transfer.
4. On the **Transfer** page, select the user account to receive this user's privileges.
5. Select the account resources to transfer, then click **Transfer**.
6. Click **OK** to confirm that you want to transfer the selected account resources.

   The receiving user receives all rights for the selected account resources owned by the original user.

   Note: *Ad hoc analytics permissions cannot be transferred. If your organization uses multiple login companies, you cannot transfer anything between login companies.*

Add a user to a group

Steps that describe how to add a user to a group.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Users**.
3. In the **Manage** column, click **Edit**.
4. Under **Access**, assign group membership by clicking a group in the left list and then clicking **Add**.
5. Click **Save Changes**.

Manage Ad Hoc Analysis users

Steps that describe how to add, edit, or delete ad hoc analysis users.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Manage Ad Hoc Analysis Users**.

If your company has purchased ad hoc analysis licenses, the **Ad Hoc Analysis License Users** group appears in the **Group Name** column. The number of available licenses for user logins is also shown.

3. Select the users you want to add to the group, then click **Add**.
4. Click **Save Group**.

Groups

You can view, create, and edit groups that provide group members with specific permissions in the Marketing Cloud.

Analytics > **Admin** > **User Management** > **Edit Groups**

A *group* is a collection of users to which you can assign a common set of permissions and access rights. For example, if you have 50 users but only 20 need access to Ad Hoc Analysis, you can create a group for it.

Pre-Defined Groups

Marketing reports provide the following pre-defined groups. You can add and remove members from these pre-defined groups, but you cannot edit the group permissions.

Administrators can also *enable data warehouse reporting access* to a group of users.

Group	Description
Ad Hoc Analysis License Users	Grants group members access to Ad Hoc Analysis.
All Report Access	Grants group members access to all reports in all company report suites. This group cannot access administrative tools.
Current Data Users	Grants group members access to Current Data reports.
Excel License Users	Grants group members access to the ExcelClient.
Mobile App Admin	Grants users access to acquisition links and in-app messages in Adobe Mobile. *More...*
New Marketing Cloud Users	Default group for new Marketing Cloud Users.
Report Builder	Grants group members access to the Report Builder.
Web Service Access	Grants group members access to the Marketing Cloud's Web Services APIs. Members of the Web Service Access group can access all reports in the specified report suites via the API regardless of permissions set for the interface.

Enterprise Dashboard Groups

If you are an administrator in the Marketing Cloud, see *Users and Groups* for updated information about mapping Analytics groups to broader Adobe groups, and adding or bulk-adding users via the *Enterprise Dashboard*.

Summary Page Descriptions - User Groups

Element	Description
Group Name	The group name. You can click the group name to edit the group properties.
Group Description	A description of the group's purpose.
# User Logins	The number of group members (user accounts). Click the number in this column to open the **Assign User Logins** page where you can modify the list of group members.
# Report Suites	The number of reports suites associated with the group. Clicking the number (Custom groups only) opens the **Report Suite Access** page where you can modify the list of report suites associated with this group.
Type	Whether the group is **Pre-Defined** (created by marketing reports) or **Custom** (created by an administrator for the company).
Manage	Provides links to **Edit** and **Delete** (Custom groups only) each group in the Groups table.
Edit	Edit the group settings.
Delete	Delete the group.

Customized Advanced Reporting

Lets you select reports that members of this group will have access to. Also lets you determine which groups will have the ability to create and curate segments, calculated metrics, and projects in Analysis Workspace.

Admin > **User Management** > **Groups** > **[select group]** > **Report Access** > **Advanced Reporting** > **Customize**

Element	Description
Channel Reports	Gives the group access to Channel Reports.
Anomaly Detection and Contribution Analysis	Gives the group access to Anomaly Detection and Contribution Analysis reports.
Real Time	Gives the group access to Real Time reports.
Create/Curate Projects in Analysis Workspace	No permissions are required to access Analysis Workspace and receive and view a shared project. However, to create and curate projects in Analysis Workspace, you must belong to a group with this setting enabled. Administrators by default have full permissions in Analysis Workspace.
Create Segments	By default, Administrators and all users have permissions to create segments.
Create Calculated Metrics	By default, Administrators and all users have permissions to create calculated metrics.

Define User Group Page

Descriptions of elements on the **Define User Group** page.

Element	Description
Group Name	The group name.
Group Description	A description of the group's purpose, such as the type of permissions it grants.
Report Suite Access	
• Available Report Suites	Displays all the report suites to which this group has access. Select the desired report suites. The assigned report suites appear in the **Report Suites Included in Group**.
• Report Suites Included in Group	Displays all report suites currently assigned to the group. To remove a report suite, select it, then click **Remove**.
Report Access	For the report suites you have selected above, choose the specific reports and report groups to which you would like group members to have access. Report Groups include: • Metrics (formerly Conversion Reports) *More...* • Traffic Reports • Tools • Video and Mobile Reports • Path Reports • Custom Path Reports • Test and Target • SearchCenter • Web Services • Admin Console • Report Download • Survey • Advanced Reporting • Social • Data Connectors
• All Reports	Group members have access to all reports in the report group.
• Customize	Group members can access a subset of the reports in the report group. Click **Customize** to open a page where you can select the specific reports in the report group that group members can access.
• No Access	Group members cannot access reports in the report group.
All Report Suites	
• TagManager (All Access, Customize, No Access)	
Assign User Logins	
• Available Users	Displays all currently defined user accounts. Select the desired user accounts, then click **Add**. The assigned user accounts appear in the **Group Members** field.

Element	Description
• Group Members	Displays all user accounts currently assigned as group members. To remove a user account, select it, then click **Remove**.

Group Permission Settings for Individual Metrics

You can now allow group access to some individual traffic metrics, along with all events and other metrics. The **Conversion Reports** report group has been replaced by the **Metrics** report group.

As part of the July 2015 Maintenance Release, a migration of settings will be performed for all groups:

Previous Group Permission Setting in Conversion Reports...	... will be Migrated to this Setting in Metrics
All Reports	All Access
Customize	Customize (plus will have the newly permissionable metrics enabled)
No Access	No Access

Here are the metrics that are now permissionable:

• Average Page Depth
• Average Time Spent on Site
• Average Time Spent on Page
• Average Visit Depth
• Mobile Views
• New Engagements
• Orders per Visit
• Page Events
• Page Views
• Page Views per Visit
• Pages not found
• Reloads
• Searches
• Single Page Visits
• Single Value Visits
• Target Conversion
• Target Impression
• Time spent per Visit
• Time Spent per Visitor
• Visitor Homepage
• Visitors
• Visitors (hourly)
• Visitors (daily)
• Visitors (weekly)
• Visitors (monthly)
• Visitors (quarterly)
• Visitors (yearly)
• Visits

Add a user group

Steps that describe how to add a user group.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Edit Groups**.
3. Click **Add New User Group**.

   By default, group members have full administrative privileges for each report suite in the group. To restrict the administrative access for the group members, do the following:

   1. Under **Admin Tools**, click **Customize**.
   2. On the **Customize Admin Module** page, select the administrative pages that you want to make available to group members, then click **OK**.

4. Click **Save Group** to create the group and return to the **Groups** page.

Assign user groups to a report suite

Steps that describe how to assign user groups to a report suite.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Report Suites**.
3. Select a report suite.
4. Under **Report Suite Permissions Management** page, select the groups to assign to the report suite:

   Available Groups: Displays all currently defined groups. Select the desired groups, then click **Add**. The assigned groups appear in the Group Containing field (on the right).

   Group Containing: Displays all groups currently assigned to the report suite. To remove a group, select it, then click **Remove**.

5. Click **Save Changes**.

Manage access to metrics and reports

Steps that let you hide metrics, reports, and report suites based on user accounts.

For example, if your company uses a calculated metric in place of a standard metric, you can disable access to the Standard metric using Report Access.

1. Click **Admin** > **User Management**.
2. Click **Groups**.
3. Click a group name.
4. Under **Report Access** page, click **Customize** under the specific reports and report groups you want to customize.
5. On Define Report Access, enable the metrics and reports that members of this group can access.
6. Click **OK**.
7. Click **Save Group**.

Email users

Steps that describe how to send an email message to all users in your company.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Email Users**.

3. Select the **Administrators Only** check box to restrict email to administrators only.

   By default, messages are sent to all users within your company.

4. Complete the following fields:

   From: This field is automatically populated with your email address.

   Subject: Specify the text that will appear in the email message's subject line.

   Body: Type the text that will appear in the email message's body.

5. Click **Send Message Now**.

Video Management

You can designate a set of Custom Conversion Variables (eVars) and Custom Events for use in tracking and reporting on video.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Video Management**.

See *Measuring Video in Analytics*.

Web Services

The Web Services APIs provide programmatic access to marketing reports and other Suite services that let you duplicate and augment functionality available through the Analytics interface.

Analytics > **Admin** > **Company Settings** > **Web Services**

Element	Description
Manage Web Services	In User Management > *Groups* you can update the Web Service Access group to include those users that need access to the Web Services APIs. **WSDL**: Download the Web Services API WSDL for Web services developers. *Developer Connection*: Visit the Developer Connection (http://developer.omniture.com), which provides documentation, sample code, and forums related to the Web Services APIs. Click Web Services APIs Overview for more information.
Filtering Options	When using SOAP, if your XML parser has trouble with illegal or invalid characters in responses to Web Services API calls, select one or both of the following options to have Analytics automatically filter the response output. Typically, this is an issue only with double-byte languages (Japanese, Chinese, Korean).
API Access Information	View Web Services access information by user. This table includes the Web Services Username and Shared Secret, which users must use as part of the authentication process when making Web Services calls.
Token Usage	View information about the number of Web Services tokens used by your company during the current calendar month.

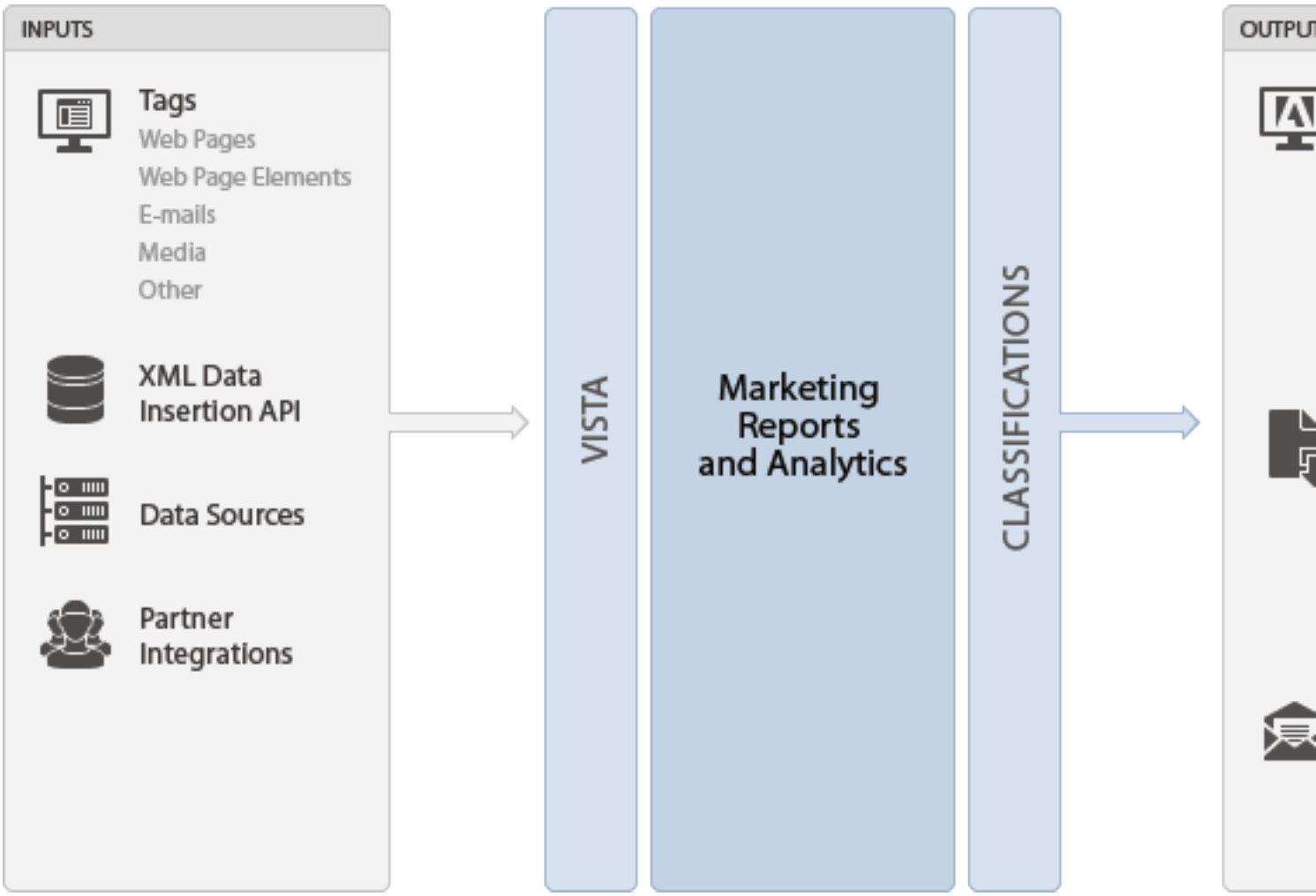
Data Collection

Topics intended for users looking for information about data collection and related content.

Data Collection in Analytics

Adobe has created multiple ways to send data into Analytics. These methods include tracking information in real-time from web sites, emails, campaigns, web-based kiosks, mobile devices, client-server applications, and most applications that can access the Internet.

These methods include reporting on information from offline systems via the Data Sources and partner integration platform.



- *Input Options*
- *Output Options*
- *Third-Party Integrations*

Input Options

JavaScript tags and AppMeasurement libraries are real-time, live data collection methods. SAINT and Data Sources options represent post-collection methods for importing additional data into Adobe's analytics platform.

Input Option	Description
JavaScript Tags	Today most digital analytics platforms use JavaScript tags to collect data from web sites and other web-based systems. This approach involves placing client-side JavaScript code within your web pages, which sends page, browser, and visitor data to Analytics. Most implementations leverage this approach. Increasingly, organizations use tag management solutions such as tag management to deploy and manage their various JavaScript tags, including their page code. All Analytics customers have access to *Dynamic Tag Management* which is the standard method to deploy Marketing Cloud tags.
AppMeasurement Libraries	AppMeasurement libraries provide a mechanism for data collection when the JavaScript tag method isn't compatible with the device, application, or system to be tracked. Adobe has released AppMeasurement libraries for mobile devices (iOS, Android, Windows Phone), rich media (Flash-Flex, Silverlight), and other languages/frameworks (Java, .NET, PHP, XML). All of these libraries leverage the Data Insertion API to pass data to reporting, which can also be used for batch uploads or delayed data collection. AppMeasurement libraries use cases include: • Collect data on mobile apps and non-JavaScript supported electronic devices • Send order confirmation server-side from a back-end transactional system to reduce order count discrepancies created by client-side browser issues • Measure telephone call systems and intranets • Track actual file downloads rather than clicks on download links • Use as a workaround for the IE URL limitation (IE has a 2083 character limitation that can truncate your image requests if they exceed this threshold) To link a visitor's behavior across JavaScript and tagless data collection, you may need to generate your own visitor ID (unique identifier for a particular visitor) so that the AppMeasurement and JavaScript values match. Without a tie to a common visitor ID, AppMeasurement data is typically collected in a separate report suite. For more information on the AppMeasurement libraries, visit *Developer* for more information.
Classifications	Classifications enables you to upload metadata for custom variables (prop or eVar). Metadata is data about data or attributes about your data. For a particular campaign tracking code, article ID, or product ID, you can assign multiple classifications to define or aggregate your data in various ways. For example, for each campaign tracking code you can specify the marketing channel, offer type, featured product, ad placement, creative type, and so on. Each classification generates its own unique report, which can be broken down by other attributes or dimensions.

Input Option	Description
	Classifications are retroactive. If you want to reclassify or change some metadata values, you can replace the classification file with an updated version. While many attributes are text-based (brand, color, size), a special form of classification (Numeric 2) allows you to create metrics (cost of goods sold) that can have different values for different time periods. See *Classifications* for more information.
Data Sources	You can import other forms of time-based data. Use Data Sources to upload offline metrics and to import data from other digital marketing systems, such as your email or ad serving vendor. In the upload process, you specify and map the metrics and data dimensions to particular custom events and eVars for reporting and analysis purposes. There are two main types of Data Source uploads. First, you can upload summary data, which attaches offline metrics to a subset of specified reports (eVars). Second, the Transaction ID method enables you to link an offline event to an online event through a unique transaction identifier that is set when an online event occurs, such as a lead form submission. The advantage of transaction ID data is that your uploaded metrics are fully integrated with the rest of your marketing reports rather than a few designated reports with summary data uploads. Here are some common examples of how companies use Data Sources: • Upload campaign metrics (ad impressions, campaign cost, etc.) via summary data tied to campaign tracking codes • Import cost of goods sold data via transaction ID to analyze gross margin performance • Tie product returns via transaction ID to close the gap between gross sales and net sales • Upload closed offline sales via transaction ID to understand what online tactics and behaviors are closing business deals, not just generating leads • Bring in financial loan approvals, declines, and loan value from offline processing via transaction ID • Import CRM data for data that may change over time, such as customer lifetime value, customer type (silver/gold/platinum), location, etc. via transaction ID A third type of Data Source upload is known as *fully processed data*, which is used in limited cases for post-collection batch uploads (tied to visitor ID or IP/user agent). It is handled as if it were received by Adobe's data collection servers at the time specified. The uploaded data is indistinguishable from your normal report data, and there is not a mechanism to delete the data if it is erroneous. For more information, see *Data Sources*.

Output Options

The following table describes data output options.

Output Option	Description
Marketing Reports & Analytics	The simplest way to access your data is through the *marketing reports & analytics* interface. You can view and interact with your data in various ways and via different types of devices (desktop, tablet, mobile phone, or HD display). Data can be displayed, downloaded directly, or sent to other coworkers in various file formats, such as PDF, Excel, Word, and CSV. The Data Extract feature (found in most reports under **More Actions** > **Extract Data**) lets you customize a default report with various values for the X and Y axes. You can also bookmark custom reports and build interface-based dashboards. The menu structure and reports can be customized to meet your specific business needs. In addition, if you use ad hoc analysis or data workbench, you can perform deep, ad hoc analysis on your marketing report data in these advanced analytics tools. See *Extracting Data from a Report* for this procedure.
Scheduled Reports	In marketing reports, you can schedule reports to be sent to different business users on a recurring basis. You can control the recipients, format, time frame (fixed or rolling), delivery frequency (daily, weekly, monthly, etc.), and so on. The *Publishing Lists* feature enables you to distribute data from various report suites to different groups or sets of email addresses. For example, you could send out an external search report to multiple stakeholders, which would be based on their unique location/report suite (France vs. Canada). You also have the option of publishing a report builder (custom Excel-based) report rather than a marketing report or dashboard. You also have alerts that can be configured to send out a report when a particular condition or threshold is met.
Report Builder	You can pull data directly into Excel using the report builder add-in. Report builder enables you to build customized data requests, which can be inserted into your Excel worksheets and dynamically reference specific cells. Using report builder's data filters, you can extract and combine data points into highly customized reports. Once an advanced dashboard has been created, it can be manually refreshed or automatically published with the most up-to-date information. For more information see *Report Builder Help*.
Reporting API	If you would like to insert data and reports into third-party applications like an intranet or company-branded application, you can use the Reporting API for programmatic access to core report data. Through the Reporting API, you can create customized reports that include calculated metrics and formatting options. Version 15, you can generate reports based on segments. The Reporting API lets you perform multilevel breakdowns across reports. See the API documentation within the *Adobe Developer Connection* for more information.
Real-time Report	*Real-Time Reports* display web page traffic and ranks page views as data is received in a full screen web interface.

Output Option	Description
Data Warehouse Reports	If you have *Data Warehouse* enabled for Analytics, you can generate complex, detailed reports that are delivered as CSV files via email or FTP. With data warehouse reports, you build a query to filter your report data and isolate specific data points. Data warehouse has a request manager interface and API to help manage and prioritize data warehouse reports. See *Data Warehouse*.
Clickstream Data Feeds	You can combine clickstream data from marketing reports with other data in an internal Enterprise Data Warehouse (EDW). The clickstream data feeds provide the stream of raw, partially processed server calls from Analytics in a delimited data set. The data feeds are configured at the report suite level and delivered on a daily or hourly basis. For more information, see *Clickstream Data Feeds*.

Third-Party Integrations

If you're considering integrating third-party applications with reporting, Adobe's data connectors platform represents a streamlined way of importing and exporting data out of Analytics. The various pre-built integrations (email, survey, ad serving, and social media) simplify the process of importing data from other marketing applications and also give you control over what report data is shared with third-party vendors. Data connectors leverage all of the aforementioned input and output mechanisms to automate the process of capturing and sharing data with other systems.

Current Data

The Include Current Data option in reports & analytics lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making.

Current Data is enabled by default on all reports that support it. When enabled, metrics appear in reports in one of three time frames, as explained in *Typical Current Data Latency*. If you would rather view all metrics after the data is fully processed, you can disable Current Data by removing users from the Current Data Users group.

Keep the following in mind as you view current data:

- Applying a segment to a report turns the current data view off. Segments are applied to finalized data.
- Classifications are not applied to current data.
- Correlation, subrelation, and pathing reports do not provide current data. When you run these reports, the current data toggle is disabled.
- Metrics introduced in v15, such as Total Time Spent and Bounces, do not provide current data.

Typical Current Data Latency

Metrics appear in one of the following three time frames. Click the clock icon next to the Include Current Data toggle to see the actual latency value for each metric on a report.

Time Frame	Metrics
under 10 minutes	• Instances on props • Page views on pages

Time Frame	Metrics
	• searches
Between 10 and 35 minutes	• Custom events • Revenue, orders, units • Instances and click-throughs on conversion variables • Daily Unique Visitors on Site Metrics Report
Between 45 and 120 minutes	• Visits • Unique Visitors • Participation

Because some of the data that is displayed on the current data view has not been fully processed, you will see a slight difference between values reported on the current data view and the finalized view. On trended reports, the data difference is typically within 1%.

If you experience latency that is consistently outside of this range, see *Data Availability Troubleshooting*.

Data Latency and Time-Stamped Hits

Data is time stamped when offline data is enabled in the mobile SDK (default setting) or anytime a report suite is *configured to accept time-stamped data*. Data collected offline on mobile devices may be sent hours or weeks after the date when it happened. These hits may be queued within the Analytics platform for minutes or hours longer than hits without time stamps:

- For time-stamped data sent in very near current time, the probable delay is 10-15 minutes.
- For time-stamped data sent in from yesterday, the probable delay is about 2 hours.
- For time-stamped data sent in that is older than yesterday, every day adds about 1 hour of delay, up to 15 days ago, when the delay stops going up.

Calculated Metrics

Since calculated metrics can be created using metrics that have different latency, some recent values might be calculated using incomplete data in the current data view. For example, let's say you created a "Page Views per Visit" calculated metric with the following formula:

```
Page Views/Visits
```

Since Page Views typically appear within 10 minutes, and Visits typically appear within 2 hours, calculated metrics within this latency window are calculated using incomplete metrics. If you post a new page that gets 4000 hits from 4000 different visits over a 2 hour time frame, the latency difference between these metrics can cause incomplete calculations for the latest hour or two:

Time Frame	Page Views (10 min latency)	Visits (90 minute latency)	Page Views Per Visit
past 30 minutes	700 page views	0 visits	0
past 1 hour	1600 page views	0 visits	0
past 2 hours	1900 page views	1000 visits	1.9
2 or more hours ago (finalized data)	4000 page views	4000 visits	1

This is most visible when reporting on new values, or on very short time frames. When you are reporting over longer periods, the latency differences that occur in the last few hours of reporting are unlikely to have any noticeable impact on calculated metrics.

If you have calculated metrics that might be impacted by these differences, either turn current data off, or add the metrics used in the calculation directly to the report so you can see the latency values for each metric.

Downloaded Reports

When you download a report with the current data view enabled, the report is queued, generated, and then returned to the browser. If additional metrics are reported while the report is generating, these metrics appear in the report. This might lead to the downloaded report being slightly more up-to-date.

Control User Access to Current Data

The Include Current Data option is displayed for all members of the **Current Data Users** group. All users are added to this group by default.

Data Availability Troubleshooting

The following information may help troubleshoot report suite latency issues in Analytics data.

- *Understanding Data Batching*
- *What Contributes to Latency?*
- *Ways to Mitigate or Prevent Latency*
- *What to do about Latency*

Note: *If you experience a latency spike within 3 months of your v15 upgrade, you might be experiencing transitional latency. Typically, the likelihood of a latency spike is reduced three months after upgrading from version 14 to 15.*

Understanding Data Batching

To understand if data is latent, it is important to understand how Analytics processes data.

Each data collection server captures and processes raw analytics data, and then uploads batched data on an hourly basis for reporting. The transfer process typically takes 30 minutes, so normal latency for traffic that occurs directly after the previous upload process completes is around 90 minutes (60 minutes until the next batch upload occurs, then 30 minutes for file transfer and display). For traffic that occurs directly before an upload, data latency could drop to 30 minutes (0 minutes until the next batch upload occurs, then 30 minutes for file transfer and display).

If needed, *Customer Care* can enable 30 minute batched data uploads (instead of hourly) for your top report suites.

You can typically expect to see complete data in reports 2 hours after the data is collected.

What Contributes to Latency?

Latency does not affect data collection, and its severity (how current the data is) and length (the time it takes to resolve) can vary greatly. However, it is usually limited to a single report suite.

Latency is caused by one of following general categories:

- Unexpected traffic spike: This occurs when more data is sent to a report suite than was contractually committed or expected. It is the most common cause of latency.

- Normal hardware issues: We employ best-in-class strategies for data center management and monitoring, data redundancy, and hardware reliability. Hardware is updated on a regular basis and in conjunction with published maintenance windows. Emergency maintenance of failing hardware may require a necessary and temporary halt in data processing (not in data collection) as replacement hardware is brought online. This temporary halt in processing can result in noticeable latency.
- Abnormal data: Unnatural data patterns, such as unusually long visits caused by a bot or spider, can temporarily increase certain processing loads that result in latency.

For more information on report suite latency, see *this Knowledge Base article*.

Ways to Mitigate or Prevent Latency

Several strategies exist to prevent latency or decrease recovery time when it occurs:

- Notify Adobe of expected traffic spikes: While it is impossible to anticipate every traffic spike to your site, there may be cases where you are expecting to receive a significant increase in traffic (such as during a particularly successful holiday period or shortly after a large campaign push). In these cases, Adobe provides a way for your organization to inform us of expected traffic increases so that we can allocate additional processing resources to your report suite.
- Consider processing load when activating new features: Some features are more processing intensive than others. The more features enabled on a report suite, the more difficult it is to recover from latency. When enabling features on a report suite, keep in mind the following features that increase the amount of data to process:
  - Implementing many success events on the same page
  - More than 5 events with participation enabled
  - Commerce Visits and Visitors
  - Complex VISTA rules
  - More than 20 values in the products variable
  - Event serialization
- Enable IAB Bot filtering: *Bot filtering* can greatly reduce latency if your report suite is frequented by bots or spiders. It is recommended to use the IAB bot list, as it is updated and maintained by the *Interactive Advertising Bureau*. Additionally a user can customize their own bot rules to complement those from the IAB.

What to do about Latency

In cases where latency occurs, rest assured we pro-actively monitor our processing pipeline and will do everything we can to return processing time back to normal as quickly as possible. Many latency issues are resolved within hours. If you are concerned with a specific report suite, one of your organization's supported users can contact *Customer Care* with the report suite ID that is experiencing latency. The Adobe representative can validate the latency and inform you as the issue improves and is resolved.

Reporting High Numbers of Unique Values (Low-Traffic)

When a report has a large number of unique values, marketing reports provide functionality to ensure that the most important values appear in your report.

At the beginning of each calendar month, Analytics reports include the first 500,000 values received for any single variable in reports. This includes page names, and other traffic and commerce variables. For example, each unique page name on your site counts toward this total.

After 500,000 unique values are received, Analytics reports begin to optimize which values are displayed in reports. When new values are received after this threshold, the system initially groups these values in a single line item in reports titled "(Low-Traffic)". (note: this line item was previously titled "Uniques Exceeded".)

If one of these values begins to receive significant traffic, the value is reported as a separate line item along with the first 500,000 values for the remainder of the month (the first 500,000 values are always reported separately regardless of traffic).

If a variable value receives enough traffic so that it's no longer listed as (Low-Traffic), the first values bucketed in this line item don't move to its respective line item. Those first 10-100 instances stay under (Low-Traffic).

If the number of unique values exceed 1 million in a single month, a second threshold is applied which requires more traffic before a value is reported as a separate line item. For example, a new page that starts to receive 100 hits per day will be reported as a separate line item, but a new page that receives fewer than 10 hits might not.

Threshold limits are 500,000 and 1 million unique values by default. All values, including each unique value in "(low-traffic)", are available in DataWarehouse reports.

If you have a custom unique value limit, the following applies:

- If you have a uniques limit set to less than 500,000, your limit is used for both the lower and upper thresholds.
- If you have a uniques limit set between 500,000 and 1,000,000 today, your limit is used for the lower threshold and 1,000,000 for the upper threshold.
- If you have a uniques limit set above 1,000,000 today, your limit is used for both the lower and upper thresholds.

Segments

Low-traffic values are always included in data warehouse segments, but are not included in ad hoc analysis or marketing reports & analytics segments.

If a value receives enough traffic to appear in reports, values received from that time until the end of the month appear in ad hoc analysis and marketing reports & analytics segments. For example, if a value is low-traffic on Monday but is in reports on Tuesday, the segment will only include the Tuesday data.

Classifications

Low-traffic values cannot be classified. If a value receives enough traffic to appear in reports, it can be classified from that point until the end of the month.

Data Availability, Security, and Recovery Whitepapers

Whitepapers that describe how Adobe ensures data availability and security.

Whitepaper	Description
Adobe Analytics Availability and Reliability	Adobe Analytics is the performance and availability leader in the Analytics space as measured by Keynote Systems, Inc.. Adobe"s unparalleled performance is due in large part to its multi-tiered, fully redundant architecture that encompasses both the network as well as the application. This framework of servers tolerates failures and transparently routes data around trouble spots.
Adobe Analytics Disaster Recovery	In the event that one of our data collection environments are unavailable due to an event, whether a problem at the facility, a local situation, or a regional disaster, this whitepaper describes the process that will be followed to allow for continuation of data collection, and ensure an effective and accurate recovery.

Whitepaper	Description
Adobe Analytics Security and Availability of Client Data	The availability, integrity and confidentiality of client data are of paramount importance to Adobe. To ensure the security of client data, Adobe has identified the organizational, network, hosting facility, corporate office, and employee processes as the areas in which to focus security efforts. This white paper describes the proactive approach and procedures followed to maximize the security of each area.
Adobe Analytics Data Center Monitoring	The Adobe Technical Operations (TechOps) team has built a highly customized monitoring and notification system to proactively and reactively determine the health of Adobe's systems.
Adobe Analytics Data Workbench Managed Service Security	For our Managed Service Option, Adobe provides Adobe Analytics Premium clients with an outsourced, high quality delivery of our analysis, reporting, and data collection applications.

Privacy Overview

Overview of what data Adobe Analytics collects and other privacy considerations.

Data Collection Breakdown

Adobe Analytics collects the following data:

Type of Data	Does Adobe Analytics collect this data?
URLs of Web Pages within Customer Site	Yes
Name of Web Page	Yes
Time spent on Page	Yes
Time of Day	Yes
URLs of Web Pages on Unaffiliated Sites	**No**
Cookie IDs (randomly generated)	Yes
URL of page that user was on before visiting customer page	Yes
Search query when consumer clicks on link to customer page	Yes
Browser Type	Yes
Device Type	Yes
Operating System	Yes
ISP/Connection Speed	Yes
Display Settings (such as screen size and resolution)	Yes
IP Address (used to approximate location)	Yes*
Information consumers provide in forms on customer site	Yes

Type of Data	Does Adobe Analytics collect this data?
Information consumers provide in forms on social sites	**No**
Whether consumer clicked on ad	Yes
Whether consumer clicked on link, image or text on site	Yes
Whether consumer downloaded a file, image, etc.	Yes
Items consumer purchased	Yes
Items left in shopping cart	Yes
Social Network Information (including photos, user ID, age, gender, location)	**No**
Personal Information that user provides outside of our services	Yes
Ad campaign success rates	Yes
Product info, such as colors, prices, styles, photos	Yes

*Unless the Adobe customer chooses to remove the IP.

Other Privacy Considerations

Region/Country	Consideration
Global	Adobe strongly suggests customers refrain from passing personally identifiable information (PII) to Adobe, especially in situations where the PII is not necessary for Analytics.
Global	Users need to be provided with notice and choice when profiling. This is required by law in Canada, Australia, the European Union (opt-in for some countries) and many countries in Latin America and Asia-Pacific.
Global	If using first-party cookies, Analytics opt-out is unique to a customer; you cannot rely on an opt-out on Adobe.com.
Global	First-party analytics are not within scope of the Self-Regulatory Program for Online Behavioral Advertising (“AdChoices”).
Global	Cross-device data should not be merged unless tied to an identifier provided by the customer (such as hashed user name).
Global	There are likely restrictions placed upon the customer from combining ad impression information to PII.
Europe	Most countries in the European Union do not consider analytics cookies strictly necessary.
Europe	Adobe has enabled the setting IP-Obfuscation: Enabled - IP Removed (x.x.x.x) by default for all customers with a report suite set in EMEA. With this setting, the IP address will be completely replaced with the value (x.x.x.x) after geolookup and is no longer available as a data point. This basic replacement method cannot be reverse-engineered back to a unique, specific IP Address. Neither the customer nor Adobe can access the IP address; it is irreversibly anonymized. For more information about other IP obfuscation settings, refer to *https://marketing.adobe.com/resources/help/en_US/reference/index.html#General_Account_Settings*
Global	A customer can set the cookie lifetime variable in the JavaScript measurement code to a value of „none,“ „session“ or another specified value measured in seconds.

Region/Country	Consideration
Europe	Adobe has developed a new “privacy by design” setting that can now be enabled by Adobe ClientCare for Adobe Analytics (formerly SiteCatalyst) release versions 14.9 and 15.4. When this new setting is enabled, the last octet (the last portion) of the IP address is immediately replaced with the value 0 once the IP address is collected by Adobe. This anonymization is performed prior to any processing of the IP address, including prior to both an optional geo-lookup and ISP-lookup of the IP address.
Germany	If customers do not already have a Data Processing Agreement for Adobe Analytics in place with Adobe, they should contact their Adobe Account Manager or Customer Success Manager, who will work with the Adobe Legal Department to get the DPA in place. Adobe has prepared a Data Processing Agreement (Vertrag fuer Auftragsdatenverarbeitung – ADV) for Analytics that has been reviewed and approved by the Bavarian Data Protection Authority (Bayerisches Landesamt fuer Datenschutzaufsicht – BayLDA). The ADV is available in German and English.

EMEA Data Center Locations

The following EMEA data centers currently host Adobe Analytics data:

Adobe Name	Address	Facility Type (Operator)	Solution Components Supported	Certifications
AMS1	Luttenbergweg 4 Amsterdam 1101 EC The Netherlands	Colocation Facility (Equinix)	Multichannel Analytics, Digital Analytics	ISO9001:2008 ISO14001:2004 OHSAS18001:2007 ISO27001:2005 ISO50001:2011 PCI-DSS *Equinix*
LON5	3 Centro Boundary Way Hemel Hempstead HP2 7SU UK	Colocation Facility (Gyron)	Multichannel Analytics, Digital Analytics	SSAE 16

Variables - How They Are Used in Reporting

Descriptions of variables and how each is used in reporting.

• *Variables*
• *Configuration Variables*

• *Automatic Variables*
• *Direct Variables*

Variables

Marketing report variables are usually populated in the HTML code, on each page or template of the site. Additionally, plug-ins and global code may be added to the `.js` file that also populates the variables, or overrides the values set in the HTML pages. The variables that are populated include the following.

NOTE: * Denotes a conversion variable. These variables require that the conversion module be enabled.

Implementation Variable	Description	Reports Populated
pageName	The name of the page. Uniquely identifies the page and URL in plain English. For example: `"homepage"`	*Pages Report* *Paths Reports*
channel	The section of the site, or channel. For example: `"electronics"`, `"news"`	*Site Sections Report*
contextData	Available with version 15 and *processing rules*. *contextData* variables require no knowledge of the various types of variables Analytics offers (props, eVars, etc). An analyst can request a variable name be implemented, and apply processing rules to assign that context data to a variable.	None. Context Data must be mapped to variables for reporting.
server	The server name or vanity domain to be tracked.	*Servers Report*
propN (prop1 - prop75)	Custom values. The specific meaning of each variable is defined uniquely for each web site.	Multiple
hierN (hier1 - hier5)	Hierarchy variables, used to record visits and visitors for a hierarchically structured site.	*Hierarchy Report*
*campaign**	Tracks advertising or email click-throughs to the site. Campaigns are also correlated to many values throughout the system, such as to	*Tracking Codes Report*

	conversion and custom events, referring domains, and search engines.	
eVarN (eVar1 - eVar75*)	Custom variables that are tracked and correlated to any events. The specific meaning of each variable is defined uniquely for each web site. *s.eVar* values are stored and correlated to events that happen afterward.	Multiple
*products**	List of products, used in conjunction with the *s.events* variable	All Product reports
*events**	The list of events that occurred on the current page. Examples include: *scOpen*, *scAdd*, *scCheckout*, *prodView*, purchase, or any custom event from event1 to event20.	All Event reports
*purchaseID**	Up to 20 character code to uniquely identify the purchase, in conjunction with the purchase event	*Revenue Report*
*state**	State name or ID, to be used on the order confirmation (Thank You) page, in conjunction with the purchase event	*U.S. State*
*zip**	Zip code, to be used on the order confirmation (Thank You) page, in conjunction with the purchase or other event	*Visitor Zip and Postal Codes Report*
linkName	Optionally used to identify the name of a link when sending in custom, download, or exit link data.	*File Downloads Report* *Custom Links Report* *Exit Links Report*
linkType	Used to identify the type of link: Custom, Download, or Exit	*File Downloads Report* *Custom Links Report* *Exit Links Report*
List Props	List variables are a delimited list of values that are passed into a variable, and then reported as individual line items for reporting.	Multiple

List Variable (list var)	Similar to how List Props function, List Vars allow multiple values within the same image request. Version 15 only.	Multiple
s_objectID	A ClickMap variable used to uniquely identify links on a page	ClickMap
pageType	Used on *404-Page Not Found* error pages	*Pages Not Found Report*
pageURL	Optionally used to override the URL of the page as recorded in Analyitcs	*Pages Report* *Paths Reports*
referrer	Optionally used to override a page's referrer as recorded in Analyitcs	*Finding Methods Report*
transactionID	Integration Data Sources utilize a transaction ID to tie offline data to an online transaction (like a lead or purchase generated online)	N/A
visitorID	Visitors may be identified by the visitorID variable, or by IP address/User Agent	N/A

Configuration Variables

Configuration variables, which control data collection, are contained in the `.js` file, but they are not considered data collection elements. Configuration variables are not included in marketing reports, but they may affect the data, or the appearance of the reports. Configuration variables include the following.

Implementation Variable	Description	Reports Populated
s_account	Report suite IDs. The account(s) that the page view is reported in.	N/A
charSet	The character set used on the page. The default is assumed to be ISO-8859-1. A list of available character sets is available from Adobe.	N/A
currencyCode	The currency code used in the *s.products* and *s.events* variables. The default is assumed to be	*Revenue Report* All conversion reports showing revenue or monetary values

	USD (U.S. dollars). A list of supported currency codes is available from Adobe.	
cookieDomainPeriods	The number of sections in a domain on which the visitor ID cookie is set.	Affects multiple reports as it controls how the visitor ID is stored and handled.
fpCookieDomainPeriods	The number of sections in a domain on which cookies are set by the JavaScript file. This overrides the value of *cookieDomainPeriods* for JavaScript cookies.	N/A
cookieLifetime	Establishes the lifetime of the visitor cookie (s.vixxxx). Configuration of this variable is completed by Adobe and should not be modified by clients.	See *Implementing First-Party Cookies*
doPlugins	The function that should be called before data is sent to Analytics.	The doPlugins variable is a reference to the `s_doPlugins` function, and allows the `s_doPlugins` function to be called at the appropriate location within the JavaScript file.
dynamicAccountSelection	Set to `"true"` if `"s.dynamicAccountList"` contains a list of domain/report suite ID pairs to be used to dynamically select the report suite ID based on domain, host, or directory name.	N/A
dynamicAccountList	A list of domains and which report suite ID should be used for each (such as `"abc.com=reportabc"`).	N/A
dynamicAccountMatch	The section of the URL that all filters in *dynamicAccountList* are applied to	N/A
trackDownloadLinks	Set to `"true"` to track clicks on links that have extension names listed in *s.linkDownloadFileTypes*.	N/A
trackExternalLinks	Set to `"true"` to track clicks on links that are external. External links are domains not listed in *s.linkInternalFilters*.	N/A

trackInlineStats	Set to `"true"` to capture data for ClickMap reporting.	ClickMap
linkDownloadFileTypes	The list of download file types.	*File Downloads Report*
linkInternalFilters	Determines which links on your site are exit links, which is any link that takes a visitor away from your site. It is a comma-separated list of filters that represent the links that are part of the site.	*Exit Links Report*
linkExternalFilters	The list of all domains which should be considered external. This is used to *limit* the number of external links that will be used, not to specify specific links as external.	*Exit Links Report*
linkLeaveQueryString	Whether or not the query string of exit links and download links should be included for tracking purposes.	*File Downloads Report* *Exit Links Report*
linkTrackVars	The variables that should be sent on custom links, download links, and external links. By default, this variable is set to "None" so that variables set on the page are not recounted by link clicks.	Any
linkTrackEvents	The events to be sent on custom links, download links, and external links. By default, this variable is set to "None" that variables set on the page are not recounted by link clicks.	Conversion
usePlugins	If set to `"true"`, *s_doPlugins()* will be called by the `.JS` code prior to creating the image request.	N/A

Automatic Variables

Automatic variables are obtained by the `.JS` code either automatically, or they are populated in the `.JS` file as a result of the control variables explained above. The names of these variables are defined only within the query string of the image request. There is no equivalent HTML-based variable. The automatic variables include the following.

Automatic Variable	Description
r (Referring URL)	The referring URL as defined by the browser. This value includes all query string parameters for the referring URL, including search strings and other information.
g (Current URL)	The current page's URL. This value may include all query string parameters, depending upon the account settings and configuration.

ClickMap data (various)	Various information about the page ID, link clicked, including destination URL, link number, etc.
t	The time and date that the event request occurred, in local time.
v	Whether Java is enabled (Y/N).
j	The version of JavaScript supported by the browser.
bw, bh	The width and height of the browser window.
s	The width and height of the screen (the physical monitor).
c	Monitor depth (number of available colors).
ct	Connection type, including LAN, modem, etc.
p	Netscape plug-ins (if running Netscape, the list of plug-ins installed in the browser)
k	Cookies enabled (whether or not cookies are enabled in the browser based on a test cookie)
hp	Whether the current page is set as the browser's Home page

Direct Variables

Direct variables are those set directly by the browser in the HTTP header of the image request sent to Analytics. These variables are set in each request that is made for any content on the Internet and include some of the most basic user information. The variables are reported directly or indirectly in a number of marketing reports. Direct variables include the following.

Direct Variable	**Description**
IP address	The IP address is the Internet Protocol address of the user's browser or machine. That IP addresses may be pooled among multiple users, and that a single user may also use more than one IP address from page to page. The user's IP address is resolved to geographic location based on data provided by Digital Envoy through a partnership with Adobe.
domain	The domain from which the user is requesting data. In many cases, this is a company or an Internet Service Provider (ISP) such as AOL.
user agent string	The user agent string indicates the browser and version, and the Operating System used. In some cases, it may also contain major plug-in or customization features (i.e., .NET).

	The **Browser**, **Browser Version**, and **Operating System** reports are based on the user agent string.
language	The preferred language setting of the browser.
cookies	The names and values of all cookies that have been set.

Data Warehouse

Data warehouse refers to the copy of raw, unprocessed data for storage and custom reports, which you can run by filtering the data. You can request reports to display advanced data relationships from raw data based on your unique questions. Data warehouse reports are emailed or sent via FTP, and may take up to 72 hours to process. Processing time depends on the complexity of the query and the amount of data requested.

Adobe enables Data Warehouse for administrator-level users only, for specific report suites. (It can be enabled for global and children report suites, but not for rollup report suites.) The administrator can create a group that has access to data warehouse, and then associate non-administrator level users to that group.

Data Warehouse automatically zips any file that exceeds 1 MB in size. The maximum email attachment size is 10 MB.

Data Warehouse can process an unlimited number of rows in a single request for individual scheduled and downloaded reports.

Note: *As of October 15, 2015, a change was made to column case sensitivity in Data Warehouse. Data Warehouse now reports the first value encountered in the reporting period. (Previously, it reported versions of case-insensitive variables that were not encountered in the data at all.)*

Data Warehouse Requests Descriptions

This table describes the fields and options on the **Data Warehouse Request** tab.

Element	Description
Request Name	Identifies the request.
Reporting Date	The date and granularity of the request. • **Custom**: A date range you configure in the calendar. • **Preset**: A preset range. The preset range is relative to the report date. • **Granularity**: The time granularity. Valid values are None, Hour, Day, Week, Month, Quarter, and Year.
Available Segments	Lets you select the part of the visitor population you want to examine and generate complex segments. You can load pre-configured segments, create new segments, and store segment components in a library to use in building additional segments. You can now stack segments. When selecting multiple segments, the preview area, the Request Manager, and the Request Detail popup show a comma-separated list of names (e.g., Segment1, Segment2). See *Segmentation* for more information. ***Note:*** *You cannot include both a segment filter and a breakdown on the same segment, in the same Data Warehouse report. Doing so will result in an error.*
Breakdowns	Lets you categorize data using breakdowns. Segments and breakdowns differ in that a segment filters data out of a data set, while a breakdown compartmentalizes data across all valid values for the breakdown.

Element	Description
	You can also break down a report by one or more segments. However, you cannot include both a segment filter and a breakdown on the same segment, in the same Data Warehouse report. Doing so will result in an error. For example, use segments to remove a gender from the data set, and use a breakdown to see data separated by gender. When a Data Warehouse request is submitted with multiple multi-value dimensions (e.g., various Mobile Reports), an exponential number of rows can be generated from a single hit. The number of rows that can be output from a single hit is capped at 100 (previously 1,000).
Metrics	Lets you add *metrics* on which you want to report.
Metrics Sort	Provides ranked breakdown reports, sorted by descending metric value, similar to what is displayed in the Reports & Analytics user interface, Data Workbench, etc. *More...*
Schedule Delivery	Lets you schedule requests for automatic delivery at selected intervals, or as a one-time report. If you use the default format, the report arrives in an email as a .csv file. To add the date range, include %R in the filename. This value represents the date values requested in the report. For example, if you request data from May 1, 2013 through May 7, 2013, the %R shows a filename including the date range of 20130501 - 20130507.

Data Warehouse Release Notes

Cumulative release notes for data warehouse.

For more recent data warehouse release notes, please refer to the *Marketing Cloud Release Notes*.

- *Data Warehouse (10/16/2014)*
- *Data Warehouse (09/18/2014)*
- *Data Warehouse (08/21/2014)*
- *Data Warehouse (07/17/2014)*
- *Data Warehouse (06/19/2014)*
- *Data Warehouse (05/22/2014)*
- *Data Warehouse (04/17/2014)*
- *Data Warehouse (03/13/2014)*
- *Data Warehouse (02/20/2014)*
- *Data Warehouse (01/16/2014)*
- *Data Warehouse (11/14/2013)*
- *Data Warehouse (10/17/2013)*
- *Data Warehouse (09/12/2013)*
- *Data Warehouse (08/15/2013)*
- *Data Warehouse (07/18/2013)*
- *Data Warehouse (06/20/2013)*
- *Data Warehouse (05/23/2013)*

• *Data Warehouse (04/18/2013)*
• *Data Warehouse (03/21/2013)*
• *Data Warehouse (02/21/2013)*
• *Data Warehouse (11/08/2012)*
• *Data Warehouse (10/18/2012)*
• *Data Warehouse (9/21/2012)*
• *Data Warehouse (8/16/2012)*
• *Data Warehouse (7/19/2012)*
• *Data Warehouse (4/26/2012)*
• *Data Warehouse (3/29/2012)*
• *Data Warehouse (1/19/2012)*
• *Data Warehouse (11/03/2011)*
• *Data Warehouse (10/07/2011)*
• *Data Warehouse (9/20/2011)*
• *Data Warehouse (8/2012)*
• *Data Warehouse (7/2011)*
• *Data Warehouse (5/2011)*
• *Data Warehouse (4/2011)*
• *Data Warehouse (1/2011)*
• *Data Warehouse (11/2010)*

Data Warehouse (10/16/2014)

No fixes or new features were released at this time.

Data Warehouse (09/18/2014)

No fixes or new features were released at this time.

Data Warehouse (08/21/2014)

New Features

Feature	Description
Support for "matches" and "does not match" in data warehouse segments	Data warehouse now supports ""matches"" and ""does not match"" in segment definitions. (Reports & Analytics and Ad Hoc Analysis already support this.) Segments that were previously incompatible with data warehouse because data warehouse did not support ""matches"" and ""does not match"" will become compatible after the release (assuming this was the only reason the segment was incompatible.) Additional segments may appear in the data warehouse segment list after the release.

Fixes

• Referrer report was incorrectly reporting internal referrers.
• Running a data warehouse report on a currency metric with a visit-level breakdown resulted in incorrect data.

Data Warehouse (07/17/2014)

No fixes or new features were released at this time.

Data Warehouse (06/19/2014)

New Features

Feature	Description
New rules in data warehouse	Data warehouse now supports 'Event Exists' rules outside of Hit containers.
Nested containers in data warehouse	Data warehouse now supports containers of equal scope to be embedded directly within one another.

Fixes

- When using the same segment in both reports & analytics and data warehouse for the Entry Page Report, the results were different.
- Data warehouse was not reporting Search Keywords – Paid.
- Users were unable to see the variable Page URL from the data warehouse API.
- Segments with multiple nested Visit or Visitor containers were incompatible with data warehouse.

Data Warehouse (05/22/2014)

New Features

Feature	Description
Unified segmentation management and creation across Analytics	Segments are now created, managed, and used across Analytics user interfaces and across report suites. A new Segment Builder interface lets you build simple, nested, and sequential segments. You can now apply multiple segments to a single report to prevent duplicating logic in multiple segments. A new Segment Manager lets you easily manage, approve, share, and tag segments. Segments can be published to the Marketing Cloud for Analytics-powered targeting. See *Unified Segmentation Transition Guide*.

Fixes

- Fixed an issue that caused Referring Domain dimension to not match reports & analytics in some circumstances.
- Using Revenue Participation metric resulted in data returning different revenue results when pulled at different dates/times.
- Non-Admin user was able to cancel scheduled data warehouse requests.
- Trying to access data warehouse caused a network acceleration timeout.
- Data warehouse re-added classifications of *post_tnt* (Campaign, Recipe, and Campaign > Recipe) for reporting and segmentation.

Note: *Data warehouse access from Version 14 has been removed in this release. Learn more*

Data Warehouse (04/17/2014)

Fixes

- Added the Marketing Cloud Visitor ID as a single breakdown column for reporting and segmenting. The column is called Marketing Cloud Visitor ID in the user interface.

- Fixed an issue that caused Referrer Type metrics, and segments that are based on Referrer Type, to not match reports & analytics.
- Fixed an issue in visitor container segments that caused some visitors to not be correctly included when visits are processed out-of-order. This might occur when offline data is enabled in a mobile app and a hits from an earlier visit are sent in after subsequent visits have already been collected.
- Fixed an issue that caused some report requests to fail when they contained multiple referrer type breakdowns.
- Fixed an issue that caused the contains one of segment operator to not return data when applied to multi-valued dimensions (for example, list variables).
- Fixed an issue that caused negative decimal values in events to be rounded incorrectly. Reporting for these events now matches reports & analytics.
- Fixed an issue that caused some large reports that have no metrics to not generate.
- Fixed an issue that caused invalid values to appear in reports when displaying participation on non-string values.
- Fixed an issue that caused dash characters in scheduled report names to be changed to an underscore. These reports now correctly contain dashes.

Note: *Data warehouse access from Version 14 will be removed in an upcoming release. Learn more*

Data Warehouse (03/13/2014)

Fixes

- Fixed an issue causing the audit log to show Complete, but no report was sent.
- Fixed an issue causing the evaluator to not return data consistently between data warehouse and ad hoc analysis.
- Fixed an issue causing segment rules using contains one or all of to not correctly process.
- Fixed a search keyword issue causing ::empty:: to display instead of keyword unavailable.
- Fixed data discrepancy issues between ad hoc analysis and data warehouse requests. These issues occurred in participation revenue reporting and in the Customer Loyalty report.

Note: *Data warehouse access from Version 14 will be removed in an upcoming release. Learn more*

Data Warehouse (02/20/2014)

New Features

Feature	Description
Data warehouse hourly reports	Hourly reports that contain the previous hour of data can now be scheduled in data warehouse.

Fixes

- Fixed an issue that caused some Japanese characters to display incorrectly when the UI language was set to English.

Data Warehouse (01/16/2014)

New Features

Feature	Description
New search engine reports in data warehouse	The following search engine reports are now available in data warehouse: • Search Engines - Paid • Search Engines - Natural

Feature	Description
	• Search Keywords - Paid • Search Keywords - Natural
Updated data warehouse reports	The following data warehouse reports were updated to match the logic used by marketing reports & analytics and ad hoc analysis: • Referrers • Referring domains • Referrer type • Search Engines - All • Search Keywords - All • These updated reports work with past date ranges, and all scheduled reports will be automatically switched over to use the new logic.
Updated breakdowns in the data warehouse web services API	In conjunction with the change described in Updated data warehouse reports, you must use new elements in your data warehouse web services API requests to report breakdowns that match the logic used by marketing reports & analytics and ad hoc analysis. See data warehouse API on Developer Connection.
Tableau Integration with data warehouse	Data warehouse can now export data in Tableau TDE format. To request a report in Tableau format: 1. In the **Schedule Delivery** section of a **Data Warehouse Request**, click **Advanced Delivery Options**. 2. Select **Tableau Format (TDE)** as the **Report Format**.

Fixes

- Transactional data sources data (offline data uploaded using a transaction ID) is no longer included in the Visits-All Visitors and Visitors metrics. This was changed to match marketing reports & analytics.
- Case sensitivity for page name-based dimensions (next page, previous page, and so on) now use the same case-sensitivity setting as page name (Page column in reports).
- A change was made to increase performance when reporting multi-valued variables. In reports, each value that is contained in a multiple-valued variable is broken down by every other value, which often results in extremely large data sets and was causing report delivery failure in some circumstances. This change limits the number of breakdowns returned for a list variable to 1000 per hit, instead of limiting the number of multi-valued variables that can be included on a report.
- Added support for adding non-conversion breakdowns (such as props) to a report that includes participation metrics (either event participation or eVar instance participation.) This change matches ad hoc analysis. Previously, the metric reported in this type of report configuration was not a participation metric.
- When applying a segment based on a conversion classification that uses the is null and is not null operators, line items where a key value has been set but no classification value exists were incorrectly filtered. When the is not null filter was applied, these values were excluded. Wen the is null filter was applied, these values were included. These line items are now included and excluded as expected.
- When calculating Time Spent on Page, data warehouse now recognizes when a hit was received with an older timestamp than the previous hit (out-of-order). When this occurs, time spent is now considered to be 0 rather than a negative number.

Data Warehouse (11/14/2013)

The DataWarehouse maintenance release (11/14/2013) includes the following changes:

Fixes

- When calculating Time Spent on Page, time spent is now calculated for the final page in a visit if a non-page view event or reload occurs on that page. This matches the logic used by marketing reports & analytics.
- Fixed an issue that caused a report generation error in some circumstances when processing breakdowns on variables that have a large number of unique values.
- Fixed an issued that caused an invalid value to appear on reports where the selected dimension is Marketing Channel and the date range includes a date before the Marketing Channels existed.
- Fixed an issue that caused abnormally large values to appear in rare circumstances for some pathing metrics when reporting over long time frames.
- Improved error messages to provide more descriptive messages.
- Fixed an issue where case-sensitivity was not being considered correctly on some dimensions when the report contained a date granularity.

Data Warehouse (10/17/2013)

The DataWarehouse maintenance release (10/17/2013) includes the following changes:

New Features

Feature	Description
Participation metrics on solution variables	You can now view participation reports for dedicated solution variables, which currently includes Social, Mobile, and Video metrics.
Stability and performance enhancements	Several updates were made to improve general data warehouse performance.

Fixes

- Fixed an issue that caused hourly time stamps to appear incorrectly formatted in some reports, which can cause issues with some automated parsing tools. These time stamps now appear in the standard hourly format.
- Participation metrics in non-English did not correctly show the participation label, causing the non-participation version of the metric to appear twice. Participation metrics now correctly display the "(Participation)" label in non-English UI.
- Fixed an issue that caused data warehouse requests to fail with an "error9". If you were unable to complete a request due to this error, you can now reschedule the request.
- Exposed the `cust_hit_time_gmt` breakdown field for reports generated using the `DataWarehouse.Request` web services API. This lets you sort the products returned for each recipient ID chronologically rather than alphabetically.

Data Warehouse (09/12/2013)

The DataWarehouse maintenance release (09/12/2013) includes the following changes:

New Features

Feature	Description
Segment name displays under the Request Description	On the View Data Warehouse Request page, the Request Description area now displays the name of the segment that was applied to the request start date.

Fixes

- Fixed an issue that prevented page names from displaying on the Choose Page Name form when defining a segment in the Segment Builder.
- Fixed an issue that prevented the Date Complete from displaying in the same time zone as the Date Scheduled.

Data Warehouse (08/15/2013)

The DataWarehouse maintenance release (08/15/2013) includes the following changes:

New Features

Feature	Description
Social and Mobile App metrics	Social and Mobile App metrics can now be reported in data warehouse.

Fixes

- When the "Time Spent per Visit" metric was selected for a Data Warehouse report, the downloaded report incorrectly listed this column as "Time Spent on Site". The downloaded report now correctly labels this metric as "Time Spent per Visit".
- Resolved an issue in data warehouse where the Visitor ID breakdown and visit/visitor counts were reporting incorrect values in conjunction with custom visitor IDs.
- Resolved an issue in the data warehouse request manager where it was not properly displaying custom names for purchase and checkout events."
- Removed the "TnT" breakdown since we recommend using the other Target breakdowns instead (campaign, campaign > recipe, recipe, and so on).

Data Warehouse (07/18/2013)

The DataWarehouse maintenance release (07/18/2013) includes the following changes:

New Features

Feature	Description
Segment using Social and Mobile App metrics	Social and Mobile App metrics can now be included in segments created in reports and analytics, ad hoc analysis, and data warehouse.

Fixes

- Data warehouse requests can now report hourly granularity for reporting periods longer than 14 days.
- Report suites with custom calenders might see a change to the generation date for this reports with a preset of month or last month that are scheduled for a specific day of the month. On reports that use a preset of this or last month, previously the specific day of the month was calculated from the beginning of the calendar month. Now the day is calculated from the beginning of the custom calendar month.

Data Warehouse (06/20/2013)

The DataWarehouse maintenance release (06/20/2013) includes the following changes:

New Features

Feature	Description
eVar Participation Metrics	You can now request Participation Metrics in DataWarehouse reports. These metrics are displayed in the Metrics list under the Custom Insight heading.
Reports now contain Numeric/Currency Events set outside of the products list	In March 2013, Analytics implementation support was added to Numeric/Currency Events set outside of the products list. These values can now be reported in DataWarehouse.

Fixes

- Segments based on events 51-100 were not returning data. Existing segments that are based on events in this range must be re-created in DataWarehouse.
- When a DataWarehouse segment that contains Time Spent per Visit is displayed in Discover, it is displayed as Seconds Spent per Visit.

Data Warehouse (05/23/2013)

The DataWarehouse maintenance release (05/23/2013) includes the following fix:

- When building a segment, fixed an issue that prevented negating the "any" operation on variables from the product_list, list vars, mvvars, tnt, and survey columns.

Data Warehouse (04/18/2013)

The DataWarehouse maintenance release (04/18/2013) includes the following fixes:

- Values that contained a double backslash were not being classified. This occurred in some environments where MySQL was escaping backslash characters with an additional backslash. These values are now classified correctly.
- Fixed performance issues when loading large numbers of segments that caused the DataWarehouse UI to load slowly.

Data Warehouse (03/21/2013)

The DataWarehouse 15.4 maintenance release (03/21/2013) includes the following changes:

New Features

Feature	Description
Page URL is now available in reports.	The Page URL is available for current and historical reports.

Fixes

- Row limit changes to existing jobs in the DataWarehouse UI were not being applied. If you recently changed a row limit for an existing job and the change was not applied, you can now apply the change and it will save correctly.
- Some large DataWarehouse requests were failing with a "Breakdown application crashed" error message.
- Now replace "&" with "&" in segment rules.

Data Warehouse (02/21/2013)

The DataWarehouse maintenance release (02/21/2013) includes the following changes:

- Fixed an issue in Geo Location Reports that caused the U.S. state of Connecticut to be improperly classified as Australian Capital Territory. This caused reports to not return data for Connecticut, and to return extra data for the Australian Capital Territory.

Data Warehouse (11/08/2012)

The DataWarehouse maintenance release (11/08/2012) includes the following enhancements and fixes:

- Corrected an issue with the JavaScript breakdown. In the past, the dimension values for this breakdown were numerical values. Now the dimension values are enabled or disabled as they are in SiteCatalyst.

Data Warehouse (10/18/2012)

The data warehouse maintenance release (10/18/12) includes the following enhancements and fixes:

- Improved **Browser Type** reporting in data warehouse to more closely match SiteCatalyst. Uncommon browsers will be reported as "Other" and cases where no browser was detected will be reported as an empty string (null).
- Corrected inconsistencies between data warehouse and SiteCatalyst related to case sensitivity and traffic variables. Unless traffic variables are configured to ignore case, data warehouse now treats the following variables as case-sensitive: page, channel, server, custom link, download link, exit link.

Data Warehouse (9/21/2012)

The following fixes and enhancements are available for data warehouse:

- Resolved an issue where requests were being limited to 50 rows by default.
- Resolved a number of issues related to how data warehouse handles the following situations in the product list. Data warehouse matches marketing report rules for these situations:
  - Ignores empty products, such as a comma "," with no additional data.
  - Ignores product entities that are a single dash ("-").
  - Properly parses product events that contain tabs or newline characters.
  - Ignores instances of event "0", but continues parsing the product list rather than terminating the parse.
  - Skips situations with event values where an equal sign is missing. Parsing now continues rather than terminating.
  - Trims only spaces rather than all whitespace characters.
  - No longer trims spaces if the space is preceded by a backslash.
- Resolved an issue where using a classification as a segment criteria was not working properly if the classification was for a merchandising eVar. Specifically, segment criteria such as `where classification is not null` was not working for merchandising eVars.
- Resolved an issue where using a classification as a segment criteria was not working properly, if the classification was for certain visit-reporting dimensions (such as Entry Page, Exit Page, and so on).
- Resolved an issue occurring when using multiple segment containers in a segment. The containers were not being connected correctly by *OR* conditions.

Data Warehouse (8/16/2012)

- Fixed an issue with the SiteCatalyst to Insight feed that can cause the Insight work node to crash when the data set contains invalid data.

Data Warehouse (7/19/2012)

The data warehouse release (07/19/12) includes the following enhancements and fixes:

Mobile Carrier Report

Added support in data warehouse for the new **Mobile Carrier Report**.

Updated Connection Type Report

Updated the **Data warehouse Connection Type Report** to match the new business logic of the Connection Type report.

Conversion Variable Instances

Added support in data warehouse for conversion variable Instances metrics (i.e. evar1 Instances, eVar2 Instances, etc.).

Fixes:

- When running the **Entry Pages Report**, data warehouse now reports the actual entry page for visits that start prior to the report date range and end within the report date range (i.e. visits that cross the start date boundary.) In the

past, data warehouse would report the first page encountered during the report date range, not the actual entry page.
- Resolved an issue in data warehouse where the **Referring Domains Report** would sometimes include values that were URL-encoded strings that were not actual referring domains.
- Resolved an issue in data warehouse where the *is not null* operator in the segment builder was not functioning properly with multi-value variables (e.g. the Products variable.)
- Resolved an issue in data warehouse where the *less than !* operation in the segment builder was not functioning properly when applied to a classification.
- Resolved an issue where the *Is NULL* operator in the segment builder was not functioning properly when applied to a classification.
- Data warehouse now supports publishing lists for emailing data warehouse reports.
- Resolved an issue with the advanced scheduler in data warehouse. The advanced scheduler now supports limiting the number of rows returned in a data warehouse request. To retrieve all rows, enter *0* (this is the default setting).

Data Warehouse (4/26/2012)

The data warehouse maintenance release (04/26/2012) includes the following enhancements and fixes:

- A new lookup file called `column_headers.tsv` will be included in the files delivered as part of all raw clickstream data feeds. This new lookup file contains a single row comprising the list of column names for the data found in `hit_data.tsv`.

Data Warehouse (3/29/2012)

The data warehouse maintenance release (03/29/2012) includes the following enhancements and fixes:

- Beginning April 26 2012, a new lookup file called `column_headers.tsv` will be included in the files delivered as part of all raw clickstream data feeds. This new lookup file contains a single row comprising the list of column names for the data found in hit_data.tsv.
- Fixed ASI issue where, under some circumstances, ecommerce data would be zeroed. This issue caused data discrepancies between ASI segments and other identical Marketing Cloud segments.
- Numeric and Currency events now report with 2 digit precision rather than truncating at the integer.

Data Warehouse (1/19/2012)

The following data warehouse fixes are included in this release:

- Resolved an issue where orders added to a merchandising eVar were not being de-duplicated properly.
- Resolved an issue where linefeed characters were sometimes improperly inserted in the middle of rows.
- Resolved an issue with ASI processing, where historical data loads were sometimes omitting part of the data (manifested most frequently when the historical data has few rows.)

Data Warehouse (11/03/2011)

Added the ability for administrators to edit the schedule for data warehouse requests created by other users.

Data Warehouse (10/07/2011)

The following fixes apply to this maintenance release:

- Added Visitor ID as a breakdown. The Visitor ID breakdown is retroactively available and can be requested for dates earlier than this release (10/07/2011).
- Added Total Time Spent as a metric.
- Added Mobile Device Type as a breakdown.
- Fixed an issue where certain long-running data warehouse requests were not getting delivered.
- Resolved an issue where data warehouse was not handling custom calendars correctly.

- Resolved an issue where date presets such as "last week" were using incorrect date ranges when scheduled on the first day of the period.

Data Warehouse (9/20/2011)

- Added *is null* and *is not null* as new operators in the data warehouse segment builder.
- Data warehouse now supports compression of files over 2GB. Most file compression software handles files of this size. If you experience problems, you might need to update your file compression software.

Data Warehouse (8/2012)

- Fixed an issue in which the **starts with** and **does not start with** operators in the segment builder were not always working correctly.
- Fixed an issue in which segments based on classifications of values in the product list worked incorrectly in some cases.
- Fixed an issue where segments based on Exit Page were not always functioning correctly.
- Added support in ASI for hits with user-defined timestamps.
- Fixed an issue in which the currency exchange rate was not being taken into account for revenue reporting under certain circumstances.
- Fixed an issue in which custom links, download links, and exit links were not calculated correctly.
- Added support in data warehouse for reporting and segmentation based on mobile device attributes.

Data Warehouse (7/2011)

- Resolved an issue with the data warehouse API, where erroneous UTF8 byte order marks were included in SOAP/JSON RPC requests.
- Resolved an issue with the data warehouse API, where requesting fields such as *?browser* would return ID numbers rather than the string values of the field.
- Resolved an issue with the data warehouse API, where the *CheckRequestStatus* function would fail if the delivery method specified was FTP or email.
- Added an option in the data warehouse API WSDL that allows you to create a segment via the API but not display the segment in the data warehouse interface.
- Resolved an issue where the *contains at least one of* and *contains all of* segment operators in data warehouse were not working properly in certain situations.
- Resolved an issue where data warehouse breakdowns on classifications reported incorrectly when applying a visit-based segment.
- Resolved an issue where data warehouse requests that include both a list property and a classification of that list property were failing.
- Resolved an issue where custom links, download links, and exit links were not reporting correctly in data warehouse.
- Resolved an issue where the **Days Before First Purchase** breakdown in data warehouse reported spurious data in certain situations.
- Resolved an issue where duplicate rows of data were sometimes showing up in data warehouse reports.
- Resolved an issue where visit-based segments on classifications of product and category were not working.
- Resolved an issue where eVar fields were reporting incorrect data in certain data feeds created by Engineering Services.
- Improved the information shown in the **Status Description** field displayed in the **Data Warehouse Request Detail** pane in the data warehouse interface.
- Improved scheduling algorithms. The result is that many data warehouse jobs will start processing earlier after midnight.

- Resolved an issue where VISTA processing on the product list variable was not functioning properly.
- Resolved an issue where certain complex data warehouse requests with a high number of unique value combinations and many columns would fail.

Data Warehouse (5/2011)

- Made a change to the contents of the `.fin` file for data feeds. A fourth line of text in the `.fin` file now provides an MD5 checksum for the data feed file, providing customers a way to validate the file.
- Fixed an issue with the **Data Warehouse Campaign Name Report** (last touch detail) that caused the campaign name to be blank.
- Fixed an issue where the Site Title and Company values were swapped in the e-mail that accompanies data warehouse reports.

Data Warehouse (4/2011)

- Resolved an issue in the **Days Since Last Visit** report where Group A results were being incorrectly included in Group H.
- Resolved an issue where selecting **Send Digital Files** under **Advanced Delivery Options** caused data warehouse reports to fail.
- Added support for Adobe Target reports.
- Added support for the SiteCatalystSurvey reports.

Data Warehouse (1/2011)

- Fixed an issue with the time stamps used in scheduled data warehouse reports.
- The logic behind the Referring Domains breakdown has been updated so that it exactly matches the data reported in SiteCatalyst.
- Fixed an issue where the "Last 53 Weeks" preset date range was not working properly.
- Fixed an issue where data warehouse sometimes displayed incorrect dates in the "From" and "To" fields of a DW report.
- Fixed an issue where data warehouse sometimes counted custom event metrics incorrectly with Search Engine Keyword Reports.
- Fixed an issue where data warehouse sometimes calculated custom event metrics incorrectly for merchandising eVars.
- Fixed an issue where data warehouse sometimes calculated custom event metrics incorrectly when segmenting based on a merchandising eVar.
- Fixed an issue where data warehouse sometimes calculated visits and/or visitors incorrectly when multiple products are present in the product string.
- Fixed an issue where SearchCenter classifications were not available in data warehouse.
- Fixed an issue where time zones were given the wrong sign in data warehouse.
- Added support for time zones with a 30-minute offset.
- Fixed a bug where data warehouse would not process requests that included a classification without data in SiteCatalyst yet.

Data Warehouse (11/2010)

- Data warehouse now includes the Byte Order Mark (`EF BB BF`) at the beginning of CSV files for report suites with localization enabled. This improves the interpretation of non-Latin characters in the file.
- Data warehouse can now include the Referrer Type metric, and supports it for segmentation as well.

- Resolved an issue where data warehouse VISTA rules were not working with props 51-75 and eVars 51-75.
- Resolved an issue where data warehouse returned zero Revenue under certain circumstances when using a classification breakdown.
- Fixed an issue where data warehouse did not correctly display non-Latin characters in delivered CSV files.

Add data warehouse user group

Steps that describe how administrators can enable data warehouse reporting access to a group of users.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Edit Groups**.
3. Click **Add New User Group**.
4. In the **Define User Group** section, type a name in the Group Name field. provide the following group information:

   For example, `Data Warehouse Access`.
5. Type a description in the **Group Description** field.
6. In the **Report Suite Access** section, select the report suites that you want group members to be able to access.
7. Under **Tools**, enable **All Tools**.

   Alternatively, click **Customize**, then enable **Custom Data Warehouse Report**.
8. Under **Assign User Logins**, add the desired user logins.
9. Click **Save Group**.

   The next time the users added to this group log in, they will see the data warehouse option added to the **Reports & Analytics** menu.

   Note: *In case of conflicting permissions (such as a user assigned to two groups, one of which denies access to a feature and the other grants that same access), the system restricts permission. Users who belong to groups that deny data warehouse access may need to be removed from those groups.*

Create a data warehouse request

Steps that describe how to create a data warehouse request.

1. Click **Analytics** > **Data Warehouse**.
2. On the **Data Warehouse Request** tab, configure the options described in *Data Warehouse Requests Descriptions*
3. Click **Request this Report**.

Tableau data file

Data warehouse can deliver reports in Tableau Data Extract (TDE) file format that let you visualize data and layer in additional data from outside Adobe Analytics. You can email this information, or FTP this information to an FTP site.

Schedule Tableau Format Export (TDE)

You can create a Tableau extract if you need recurring reports that you want to run as dashboards in Tableau.

See *Tableau and Adobe Analytics* for more information.

1. On the Data Warehouse Request tab, set up your report definition, then go to **Schedule Delivery** > **Advanced Delivery Options** .
2. On the **Advanced Delivery Options** page, under **Report Format**, select **Tableau Format (TDE)**.
3. Choose whether or not to send this report as a compressed file or not.
4. Send the report via email or FTP.

Send Tableau File via FTP

If you have a Tableau Server, you can send the data warehouse data in TDE format to an FTP server. From there, you can create a script through which the Tableau Server can pick it up. All Tableau desktop users can view this data.

1. Go to **Schedule Delivery** > **Advanced Delivery Options** .
2. Under **Report Destination**, select **FTP**.
3. Fill in the **Host**, **Directory**, **Username**, and **Password**.
   The default port number is 21.
4. Click **Send**.

Sort by Metric

Provides ranked breakdown reports in Data Warehouse, sorted by descending metric value.

Sorting by metric makes Data Warehouse reports easier for you to interpret, and makes these reports easier to compare with other Analytics breakdown reporting views.

The following shows how enabling the "Metrics Sort" option will reorder rows in a Data Warehouse report.

There are four possible ways that Data Warehouse reports may be organized with "Metrics Sort", based on how date granularity, reporting dimensions, or metrics are configured, and whether "Max rows" is set:

- **Layout 1**: Line items are sorted in dictionary order (default). If "Max rows" is set, only the first N rows are provided in the report.
- **Layout 2**: Data Warehouse applies a metric sort over all rows in the report. Ties in the first metric value are broken by the 2nd metric, and then the 3rd, and so on. When all metrics are tied, the standard dictionary ordering of breakdown line items is applied.
- **Layout 3**: As Layout 2, with only the top N rows (i.e., the number set in "max rows") being output in the report.
- **Layout 4**: As Layout 2, with the exception that line items for each date granularity period are grouped together and sorted within that respective time range.

Please reference the "Report layout" column in this table to determine how "Metrics Sort" interacts with other Data Warehouse reporting options.

Sort by Metric?	Has Metrics?	Has Breakdowns?	Date Granularity?	Max rows set?	Report Layout
No	Yes or No	Yes or No	Yes or No	Yes or No	1
Yes	No	Yes or No	Yes or No	Yes or No	1
Yes	Yes	No	No	N/A	1
Yes	Yes	No	Yes or No	No	1
Yes	Yes	Yes	No	No	2
Yes	Yes	No	Yes	Yes	3

Sort by Metric?	Has Metrics?	Has Breakdowns?	Date Granularity?	Max rows set?	Report Layout
Yes	Yes	Yes	Yes or No	Yes	3
Yes	Yes	Yes	Yes	No	4

Manage data warehouse requests

The Request Manager lets you view, duplicate, and re-prioritize requests.

In Data Warehouse, select the **Request Manager** tab.

Working in this tab lets you

• View recent report requests by report name, segment applied, requestor, request date and status.
• Duplicate requests. Click **Duplicate** next to the request.

Note: *This action duplicates only the request, not the schedule or the delivery details.*

• Search for reports by report name or by the login name of the requestor.
• Re-prioritize reports by dragging and dropping them to a new location within the queue.

Data Warehouse Best Practices

Data warehouse provides a flexible interface to run custom reports. Following these guidelines can help reduce the time it takes to retrieve data.

Guideline	Description
Run Page Views, Visits, Visitors, and other standard reports in Version 15	Before creating a Data warehouse report, see if the information you are looking for is already available in reports. If so, the report will be delivered much faster due to the pre-processing performed by reports and analytics for common metrics.
Understand the amount of data you are requesting	A multi-year report on a large report suite can contain tens of billions of data rows. Processing and evaluating this data can take days, or even weeks. Evaluate how the report is being used to determine if some of the multi-year data is available, or if you can break the report into multiple requests.
Match the report period to the granularity	Reporting granularity requires additional processing time. If you are reporting monthly granularity for an entire year, your reports process much faster if you submit a report request for each month.
Report on completed data ranges	Data warehouse reports are generated when the date range requested is complete. For example, if you request a report for the current week on Wednesday, the report isn't generated until Sunday of the following week.

Guideline	Description
Generate pathing reports in data warehouse	Pathing metrics (entries, exits, bounces, etc) are not available in data warehouse.

Developer

Developer and implementation documentation for Adobe Analytics.

The following table outlines the libraries available to collect Analytics data across all available platforms. For more information, see *Data Collection in Analytics*.

Platform	Data Collection Options	How to Download
Web Browser	All Marketing Cloud customers have access to *dynamic tag management*, which is the standard for deploying JavaScript and HTML page tags for all solutions to your website. Other ways of implementing JavaScript and HTML measurement are described in the *Analytics Implementation Guide*.	**JavaScript**: *Log in to reports & analytics* > Click > Admin > Code Manager.
Web Server	You can use native PHP and Java libraries on your web server to send analytics data. The Data Insertion API lets you send XML data directly to the data collection server using HTTP POST and GET, and Data Sources lets you send delimited hit data to an FTP server where it is imported directly to Analytics. • *PHP AppMeasurement* • *Java AppMeasurement* • *Data Insertion API* • *Data Sources*	**PHP**: *Log in to reports & analytics* > Click > Admin > Code Manager. **Java**: *Log in to reports & analytics* > Click > Admin > Code Manager. **Data Insertion API**: No download, data is sent using web services API. **Data Sources**: No download, data is uploaded using FTP or web services API.
Mobile Device	Native libraries are provided for iOS, Android, Windows Phone 8, Blackberry, Symbian, and others. • *Bloodhound 2.2 for Windows* • *Bloodhound 3.0 for Mac (beta)* • *Unity Plug-in for iOS and Android 4.x SDK* • *Windows Visual Studio Extensions for Marketing Cloud Solutions 4.x SDK* • *Xamarin Components for Marketing Cloud Solutions 4.x SDK* • *iOS SDK 4.x for Marketing Cloud Solutions* • *Android SDK 4.x for Marketing Cloud Solutions* • *Windows 8.1 Universal App Store* • *BlackBerry 10 SDK 4.x for Marketing Cloud Solutions*	Configure your app in Adobe Mobile services so you can download a customized package that includes a pre-populated version of the configuration file. *iOS instructions* | *Android instructions*
Flash	Flash apps using ActionScript can be measured on the desktop and on the web. *Flash, Flex, and OSMF AppMeasurement*	**Flash/Flex/OSMF**: *Log in to reports & analytics* > Click > Admin > Code Manager.

Platform	Data Collection Options	How to Download
Desktop	• *Windows 8.1 Universal App Store* • *OS X AppMeasurement 3.x* • *Java AppMeasurement* • *Silverlight, .NET, XBOX, and Windows Phone 7 AppMeasurement*	**4.x Windows 8.1 Universal App Store**: Configure your app in Adobe Mobile services so you can download a customized package that includes a pre-populated version of the configuration file. **3.x Windows 8**: See *Measuring and Optimizing Mobile Applications* on Developer Connection for download links. Make sure you log in to see the downloads. **3.x OS X**: See *Measuring and Optimizing Mobile Applications* on Developer Connection for download links. Make sure you log in to see the downloads. **Java**: *Log in to reports & analytics* > Click > Admin > Code Manager. **Silverlight, .NET, XBOX**: *Log in to reports & analytics* > Click > Admin > Code Manager.
Image Tags	You can insert image tags directly into HTML content when using a library is not possible. • *Implementing Analytics without JavaScript*	No additional code required.
Video	Video measurement across all platforms is available in the following guides: • *Heartbeat video measurement* (latest version) • *Milestone video measurement*	**Heartbeat Video**: See *Video Heartbeat Developer Guide* and follow the instructions for your platform. **Milestone Video**: See *Measuring Video for Developers* and follow the instructions for your platform.

Release Notes

Release notes for all libraries are available at *AppMeasurement and Mobile Release History*.

Analytics REST and SOAP Web Services

Additional developer documentation is available on *Developer Connection*.

• *Getting Started*
• *API Documentation Home*

API	Description
Reporting API	Run custom reports on your Analytics data.
Admin API	Manage report suites, permissions, and company settings.
Classifications API	Import and export your classification data
Data Feeds API	Retrieve configuration details and the status of data feed processing.
Data Insertion API	Import data into SiteCatalyst without JavaScript beacons.
Data Sources API	Import data from external sources to enhance SiteCatalyst reporting.
Data Warehouse API	Request reports that display advanced data relationships.
Data Workbench Query API	Access processed results of a dataset.
Segments API	Create, get, and delete segments.
Analytics Livestream	Provides a live stream of partially-processed Analytics data.

Metric Descriptions

Metrics are quantitative information about visitor activity, such as Views, Click-Throughs, Reloads, Average Time spent, Units, Orders, and Revenue. They are the foundation of reports and help you view and understand data relationships. They let you perform side-by-side comparisons of different data sets about your website.

Metrics and associated data are displayed in the columns of reports. Broad categories of metrics include:

Traffic metrics: These show data about the volume of visitors.

Conversion metrics: These show data about success events, such as purchases, downloads, or any other action that you want users to take on your website.

Calculated **metrics**: These are metrics you create by combining metrics.

Video **metrics**: Marketing reports provide support for tracking a number of video metrics, including total views, time spent, and completion rates.

Social **metrics**: These help you measure your brand's presence on the social web. Social metrics work with Analytics standard metrics. By combining these with calculated metrics, you can view a report that shows how often a product is mentioned, gauge product sentiment, and see how Social metrics correlate with Analytics key performance indicators.

Metrics Quick Reference

Lists the standard metrics in Adobe Analytics.

Note: *Any metric (event) not listed below is a custom metric (event).*

Metric Name	Description
Average Page Depth	Displays on average how far within a visit each value was fired. This metric is valuable in determining how far within a visit your audience reaches a given page or prop value. Average Page Depth is available on any variable with pathing enabled.
Average Time Spent on Page	Represents the average time spent on a page within a visit.
Average Time Spent on Site	Represents the average time spent on a site within a visit.
Bounce rate	Shows the percentage of visits that contain a single hit. Bounce rate uses the Bounces metric and is calculated as: Bounces divided by Entries.
Bounces	A visit that consists of a single server call. For example, a single page visit is a bounce if a visitor does not interact with the page in a way that sends data to Adobe, such as clicking a link or a video start. If more than a single hit is received in a visit, a Bounce is not counted.
Campaign Click-throughs	Click-throughs represent the number of times that a tracking code for a given campaign was passed into reporting. When a visitor clicks on an affiliate link that has been tagged with one of these tracking codes, the visitor is taken to your landing page and the tracking code is captured in s.campaign. That data is sent into reporting and a click-through is recorded.
Cart Additions	The number of times an item was added to a shopping cart. This value comes from the scAdd event.

Metric Name	Description
Cart Open	The number of times a customer opened a shopping cart by adding the first item. Occurs the first time an item is added to the shopping cart. This value comes from the scOpen event.
Cart Removals	The number of times an item was removed from a shopping cart. This value comes from the scRemove event.
Carts	The number of times a new shopping cart was opened or initialized.
Cart Views	The number of times the contents of the shopping cart are viewed by the customer.
Checkouts	An event that occurs when customers arrive at the checkout stage of a purchase. The checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information). You have control over the events on your site that qualify as checkouts. This value comes from the scCheckout event.
Click-throughs	Click-throughs represent the number of times that a tracking code for a given campaign was passed into reporting. When a visitor clicks on an affiliate link that has been tagged with one of these tracking codes, the visitor is taken to your landing page and the tracking code is captured in *s.campaign*. That data is sent into reporting and a click-through is recorded.
Customer (New, Return, Loyal)	Categories of the Customer Loyalty report: New Customer: Customer with 0 purchases. Return Customer: Customer with 1 purchase. Loyal Customer: Customer with more than 1 purchase.
Daily Return Visits	Displays the number of visitors to your website more than once on a given day. A day is defined as the last 24-hour period.
Entries	Entries represents the number of times a given value is captured as the first value in a visit. Entries can occur only once per visit. However, it is not necessarily the first hit if the variable is not defined.
Exits	The number of times a given value is captured as the last value in a visit. Exits can occur only once per visit.
Instances	The number of times that a value was set for a variable. Instances are counted for all hit types, but are not counted when a value is recorded for a variable on a subsequent hit due to persistence.
Lifetime	The total amount of a given success metric for a single user. For example, the total number of lifetime visits for a user.
Mobile Views	The number of times a page is viewed or a dimension is set when accessed via a mobile device. Ad hoc analysis only. Instead of using the mobile views metric, we recommend applying the "Visits from Mobile Devices" segment.
New Engagements	New Engagements is a Marketing Channel reporting metric that counts new visitors that come as a result of a channel. This metric also counts visitors who have not been to your site in the last 30 days. A New Engagement is an eVar set at the beginning of each visit (original allocation). First-touch channels can also be New Engagements, depending on visitor engagement expiration setting.

Metric Name	Description
Occurrences	The number of times a specific value is captured, plus the number of page views for which the given value persisted. In other words, Occurrences are the sum of page views and page events. Occurrences are available only in ad hoc analysis.
Orders	The number of orders made on your website during the selected time period. You can break down individual time periods by other metrics to show the items (such as products or campaigns) that contributed to the most orders during that time frame.
Page Depth	The average number of clicks it takes users to get to a certain page in the website.
Page Events	Page events consist of image request data from non-standard image requests. Sources of non-standard image requests are download links, exit links, and custom link tracking.
Page Views	A Page View is counted for each server call that is sent. This metric represents total instances of Page View. TrackLink calls are not counted as page views and do not increment the Page Views metric.
Path Views	The Path Views metric is based on pathing data, which is tracked for all users who accept persistent cookies. The term Path View is used to indicate the number of times a page was viewed, given the constraints of the displayed path(s). This metric reports the number of page views for the given page that occurred within the selected path. This metric is available on the Paths report. Path Views shows you how many times a particular sequence of pages were viewed.
Product Views	Instance of the Product View being set. Occurs when the product detail page is viewed. This value comes from the prodView event.
Reloads	Counted when the same page name is loaded twice in a row. This typically indicates that the page was refreshed. Note that visiting the same page twice in the same visit does not count as a reload unless both visits occurred in-a-row.
Return Visits	Shows the number of visits where visit number is greater than 1. Return Visits includes non-cookied visitors.
Revenue	Revenue is captured on the purchase event, and is defined as the total dollar amount for the sum of the order for each product. This value comes from the purchase event.
Searches	Searches is not a default metric - it is always a custom metric. It's the recommended default metric for search engines and keywords. This metric represents instances of a click-through, and shows the page that is associated with a specific engine or keyword. Searches metric data can be reported retroactively to the beginning of the data set.
Single Access	Single Access is defined by the number of visits to your site that contained a single unique Page Name value. If a user comes to your site and clicks a tracked link, triggers an event (such as a video view), or reloads the page, the visit is still considered a Single Access visit. As long as value for the pageName variable does not change, any number of requests can be sent and the visit is still considered a Single Access.
Time Spent	Metrics that report on the amount of time visitors spend on a page, site, or per visit.

Metric Name	Description
Total	Total metrics report the value of all report line items for a reported period. If a filter is currently selected, the total might represent the filtered total instead of the report suite total. If no filter is selected total represents the report suite total.
Unique Customer	(Hourly, Daily, Weekly, Monthly, Quarterly, Yearly) A Unique Customer is counted once for that time frame but cannot be counted again, no matter how many times the visitor returns to make a purchase. A Unique Visitor is counted once for the first visit in a specified period and not counted again until the period expires. After the period expires, the Unique Visitor is counted again. Unique Customers are always counted as Unique Visitors because they must visit the site in order to make the purchase.
Unique Visitors	Shows the total number of unique visitors for the reporting period (can be configured to daily, weekly, monthly, quarterly, yearly).
Units	The total units that were ordered for the selected time period. Because you have many units purchased per order, Units is a vital metric that reveals general inventory movement.
Visitors	The number of unique visitors to your site for a selected hour, day, week, month, quarter, or year.
Visits	A sequence of page views in a sitting. The visits metric is commonly used in reports that display the number of user sessions within the selected time period. The visit metric is always associated with a time period, so you know whether to count a new visit if the same visitor returns to your site.

Metric Calculations

Metrics are calculated using *standard*, *participation*, *recent*, and *linear* allocation methods. Each method calculates values differently based on formulas.

Metric Calculation	Description
Original	Full credit is given to the first variable value associated with the success event.
Recent	Full credit is given to the last variable value associated with the success event.
Linear	When linear allocation is selected, success events are evenly divided across all variable values seen in the visit. For numeric and currency events such as *Revenue*, the monetary amount is divided. For counter events such as *Orders*, a fraction of the event is awarded to each variable value in the visit. These fractions in reporting are summed, then rounded to the nearest integer in reporting. For example, in a visit where four pages are visited prior to a success event, each page would receive credit for 25% of the event. If, in the same visit, *campaign* had two values, each campaign value would receive 50% of the credit for the event.

Metric Calculation	Description
Participation	Assigns full credit to each variable value that contributed to a success event within a visit. This calculation can also apply across visitor sessions, if you use cross-visit participation metrics. See *Participation* for more information.

Example - Metric Calculation

Assume your site has an internal search that is tracked using a conversion variable (eVar). The visitor performs several internal searches before making a $100 purchase:

Pet > *Feline* > *Cat* > *Kitten* > $100 purchase

In reporting, credit allocation is as follows:

eVar Value	First	Last	Linear	Participation
Pet	$100	$0	$25	$100
Feline	$0	$0	$25	$100
Cat	$0	$0	$25	$100
Kitten	$0	$100	$25	$100

Average Page Depth

Displays on average how far within a visit each value was fired. This metric is valuable in determining how far within a visit your audience reaches a given page or prop value. **Average Page Depth** is available on any variable with **pathing** enabled.

For example, if a visit contains the following path: Page A > Page B > Page C > Page D > Page E > Page F, the depth is an index of where the page is. For example, "Page A" has a depth of 0, while "Page F." has a depth of five. The average is based on a combination of all visits. A page depth with a value of less than one (such as 0.9) is the mean value of all pages visited prior to the page in question.

Page Depth helps you understand where a given page typically falls in a user path, regardless of previous or next pages in this path. As such, it helps to provide insight into how the page fits into the overall picture of the user's experience on your site. This insight can be best seen on a **Pages** report.

Uses	Description
Traffic	The calculation of page events and pages viewed divided by visits, showing the average click number of a page. Consider the same visit path: A > B > B > C > D > B The click number is calculated for every page and page event, including reloads when "Count Repeat Instances" option is enabled (this is on by default in Ad hoc

Uses	Description
	analysis, and is always on in Marketing Reports and Analytics). In this visit, page A receives the click number of 0. For page B, the click numbers would be 1, 2, and 5. The calculation for the average would be [(1+2+5) / 3] for a 2.67 Average Page Depth for page B. When the "Count Repeat Instances" option is disabled, page B receives 1 and 4. The second will not be counted. The calculation would be [(1+4) / 2 = 2.5].
Conversion	N/A

Average Time Spent

Represents the average time per sequence of a given value within a visit.

See *Time Spent* for information about this metric series.

Bounces

A visit that consists of a single server call. For example, a single page visit is a bounce if a visitor does not interact with the page in a way that sends data to Adobe, such as clicking a link or a video start. If more than a single hit is received in a visit, a Bounce is not counted.

Bounce Rate

Shows the percentage of visits that contain a single hit.

Bounce rate uses the *Bounces* metric and is calculated as:

```
Bounces divided by Entries
```

Bounce Rate does not include visits where multiple actions occurred on a single page. For example, a visit with a video view on a single page is a Single Access but not a Bounce.

Note: *Existing implementations can sometimes contain a calculated metric that differs from the Analytics default metric. Check the calculated metric definition to make sure there are no differences.*

See this *Knowledgebase article* for more information.

Calculated Metrics

Calculated metrics enable you to combine metrics to create mathematical operations that are used as new metrics. These metrics can be created for a report to which you add metrics. Administrators can create calculated metrics for all users of a report suite.

For more information on changes to the way calculated metrics are created and managed across Adobe Analytics, refer to the *Calculated Metrics Guide*.

Campaign-Specific Metrics

Campaign-specific metrics are fixed numeric values associated with a campaign, such as the hard cost for a campaign.

Cart Additions

The number of times an item was added to a shopping cart. This value comes from the `scAdd` event.

Uses	Description
Traffic	N/A
Conversion	Instance of the **cart add** event being set. Occurs when an item is added to the shopping cart.
Ad hoc analysis	Instance of the **cart add** event being set. Occurs when an item is added to the shopping cart.

Cart Open

The number of times a customer opened a shopping cart by adding the first item. Occurs the first time an item is added to the shopping cart. This value comes from the `scOpen` event.

Uses	Description
Traffic	N/A
Conversion	Instance of the **Cart View** event being set. Occurs when a new shopping cart is created.
Ad Hoc Analysis	Instance of the **Cart View** event being set. Occurs when a new shopping cart is created.

Cart Removals

Number of times an item was removed from a shopping cart. This value comes from the `scRemove` event.

Uses	Description
Traffic	N/A
Conversion	Instance of the **Cart Remove** event being set. Occurs when a product is removed from the shopping cart.
Ad Hoc Analysis	Instance of the **Cart Remove** event being set. Occurs when a product is removed from the shopping cart.

Cart Views

Event in which the contents of the shopping cart are viewed by the customer.

Uses	Description
Trafffic	N/A
Conversion	Instance of the **cart view** event being set. Occurs when the items in a shopping cart are viewed.
Ad Hoc Analysis	Instance of the **cart view** event being set. Occurs when the items in a shopping cart are viewed.

Checkouts

An event that occurs when customers arrive at the checkout stage of a purchase. The checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information). You have control over the events on your site that qualify as checkouts. This value comes from the `scCheckout` event.

Uses	Description
Traffic	N/A
Conversion	An event where customers arrived at the checkout stage of a purchase. Though the checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information), you have complete control over which events on your site qualify as **checkouts**.
Ad Hoc Analysis	An event where customers arrived at the checkout stage of a purchase. Though the checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information), you have complete control over which events on your site qualify as **checkouts**.

Click-throughs

Click-throughs represent the number of times that a tracking code for a given campaign was passed into reporting. When a visitor clicks on an affiliate link that has been tagged with one of these tracking codes, the visitor is taken to your landing page and the tracking code is captured in *s.campaign*. That data is sent into reporting and a click-through is recorded.

Click-through rate is the way to measure a web advertisement's effectiveness. The click-through rate occurs when a user follows a hyperlink (usually a web advertisement).

Click-throughs in data warehouse are called "campaign views."

Custom Metrics

Custom metrics let you track additional success metrics on your site.

Custom metrics are captured using the *events* variable, and are available as one of two types:

- Events that count the number of times something occurs. Ad displays, checkouts, and similar events are tracked using this type of event.

- Events that store values that are often used for additional calculation. These events store numerical values, such as currency, that can be used to perform calculations in your report. For example, you might store the shipping cost for the purchase in a custom event. This lets you compare the amount collected for shipping with the actual cost paid to your shipping provider.

Daily Unique Visitors

The number of unduplicated (counted only once) visitors to your website over the course of a single day. The visit for the **Daily Unique Visitor** ends at midnight for the time zone selected in the report suite.

Uses	Description
Traffic	Unique visitor that accesses your site for a single day. Multiple visits in one day count for a one daily unique visitor.
Conversion	Supports only **Daily Unique Visitors**. Same definition as traffic, except only counted if there is a conversion-related event.
Ad Hoc Analysis	Unique visitor that accesses your site for a single day. Multiple visits in one day count for a one **Daily Unique Visitor**.

See *Unique Visitors*.

Entries

Entries represents the number of times a given value is captured as the first value in a visit. *Entries* can occur only once per visit. However, it is not necessarily the first hit if the variable is not defined.

Entry pages have a visit breakdown scope, meaning they persist across all hits for a visit. See *Breakdown and segmentation containers* for more information.

Exits

The number of times a given value is captured as the last value in a visit. *Exits* can occur only once per visit.

Exit pages have a visit breakdown scope, meaning they persist across all hits for a visit. See *Breakdown and segmentation containers* for more information.

When applied to a dimension, Exits are counted on the last value of a visit, which may happen on any hit during the visit. If there is no value on the last hit, the Exit is attributed to the most recent value.

If an exit occurs outside the reporting range for a visit inside the reporting range, it will be included as long as it is not along a month boundary (inside the dataset).

Instances

The number of times that a value was set for a variable.

Instances are counted for all hit types, but are not counted when a value is recorded for a variable on a subsequent hit due to persistence.

For example, if a user arrives on your site via `example.com`, the first image request on your site contains the referrer of `example.com`. When this value is set, one Instance is attributed to `example.com` even though this referrer is recorded for all pages viewed during that visit.

Instances for conversion variables in data warehouse were added mid-2011, allowing data warehouse requests to treat a specific conversion variable instance as a metric. These metrics are not available for reporting prior to the time they were introduced.

Lifetime

The total amount of a given success metric for a single user, for example, the total number of **lifetime** visits for a user.

Uses	Description
Traffic	Total value of line items from start of tracking on your Web page.
Conversion	Total value of line items from start of tracking on your Web page.
Ad Hoc Analysis	N/A

Mobile Views

The number of times a page is viewed or a dimension is set when accessed via a mobile device. Ad hoc analysis only.

Instead of the mobile views metric, we recommend applying the "Visits from Mobile Devices" segment.

Monthly Unique Visitors

The number of unduplicated (counted only once) visitors to your website over the course of a single month.

Uses	Description
Traffic	Unique visitor that accesses your site for a single month. Multiple visits in one month count for a one **Monthly Unique Visitor**.
Conversion	N/A
Ad Hoc Analysis	Unique visitor that accesses your site for a single month. Multiple visits in one month count for a one **Monthly Unique Visitor**.

See *Unique Visitors*.

New Engagements

New Engagements is a Marketing Channel reporting metric that counts new visitors that come as a result of a channel. This metric also counts visitors who have not been to your site in the last 30 days. A New Engagement is an eVar set at the beginning of each visit (original allocation). First-touch channels can also be New Engagements, depending on visitor engagement expiration setting.

Occurrences

The number of times a specific value is captured, plus the number of page views for which the given value persisted. In other words, Occurrences are sum of page views and page events. Occurrences are available only in ad hoc analysis.

Comparing Instances and Occurrences

In ad hoc analysis, two metrics that appear to be similar are listed:

Instances: The number of times that a value was set for a variable.

Occurrences: The total number of times a value was set or persisted.

Comparisons

Situation	Description
Occurrences higher than Instances	This is to be expected for conversion variables, as occurrences also includes the number of times the variable was defined (instances).
Instances higher than Occurrences	This is not possible in reporting, as all instances are recorded as occurrences as well.
Instances equal to Occurrences	This is most common for traffic variables, as by nature they do not persist beyond the image request.

Orders

The number of orders made on your website during the selected time period. You can break down individual time periods by other metrics to show the items (such as products or campaigns) that contributed to the most orders during that time frame.

Uses	Description
Traffic	N/A
Conversion	*Order* is the number of times the purchase event is set.
Ad Hoc Analysis	*Order* is the number of times the purchase event is set.

Page Depth

The average number of clicks it takes users to get to a certain page in the website.

Page Events

Page events consist of image request data from non-standard image requests. Sources of non-standard image requests are download links, exit links, and custom link tracking.

Page View

A **Page View** is counted for each server call that is sent. This metric represents total instances of **Page View**. **TrackLink** calls are not counted as page views and do not increment the **Page Views** metric.

A useful way to use the Page View metric is to run a **Paths** > **Pages** > **Entry Pages** report, sort by it, and see which entry pages drive the most page views.

Uses	Description
Traffic	A page view occurs when a visitor accesses a page on your website.
Conversion	A page view occurs when a visitor accesses a page on your website.
Ad Hoc Analysis	A page view occurs when a visitor accesses a page on your website.

See *Page Views Report*.

Participation

Participation metrics assign full credit from success events to all values of an eVar that were passed during a visit. Participation metrics are useful to determine which pages, campaigns, or other custom variable values are contributing most to the success of your site. Participation is visit based. All eVar values in a visit prior to and including the hit when an event occurs receive participation credit regardless of the expiration setting.

See *Visitor Participation - Ad Hoc Analysis* for more information about how ad hoc analysis uses participation.

Participation metrics have two settings per conversion event:

- **Disabled**: The default state of each conversion event. Participation data will not be gathered for this event.
- **Enabled**: Participation data is collected for this event.

> ***Note:*** *You can enable participation for up to 100 custom events. Beyond that, you can create participation metrics in the Calculated Metrics builder.*

Once enabled, participation metrics are automatically available in all conversion reports. However, participation metrics also can be viewed in specific traffic reports at your request. You can optionally request participation metrics be available in certain custom traffic reports.

Revenue Participation Example

Assume the following sequence:

1. A user navigates to your site and searches for "shoes".
2. The user then searches for "tennis shoes".
3. The user clicks a links to the product page, adds the item to the cart, and makes a $120 purchase.

When displaying Revenue in the Internal Search Terms Report, you would see the following based on the selected allocation:

- **First**: "shoes" would get credit for the $120. "tennis shoes" would get $0.
- **Last**: "tennis shoes" would get credit for the $120. "shoes" would get $0.
- **Linear**: Each campaign would get $60 credit.

Participation is similar to linear allocation, except full credit is given to all values. If you use Revenue (Participation) as the metric, allocation is disregarded. Revenue (Participation) in this example would report $120 for both search terms.

Add Participation Metrics

Steps that describe how to add participation metrics.

Participation has to be *enabled* for events (1-100) in the Admin Tools before you can add them to a report.

You can also create participation metrics in the *Calculated Metrics* builder.

1. Log in and navigate to any conversion report or traffic report on which you requested participation metrics.
2. Click **Add Metrics**.
3. Under the **Metric Type** menu, select **Participation**.
4. Drag the desired participation metrics to the columns canvas, then click **OK**.

   The resulting report displays participation metrics with a percentage and a number in parenthesis.

   • **Percentage**: The proportion of conversion events in which each value participated.
   • **Number in parenthesis**: The actual number of times this value participated prior to the conversion event.

Path Views

The **Path Views** metric is based on pathing data, which is tracked for all users who accept persistent cookies.

The term **Path View** is used to indicate the number of times a page was viewed, given the constraints of the displayed path(s). This metric reports the number of page views for the given page that occurred within the selected path. This metric is available on the **Paths** report. **Path Views** shows you how many times a particular sequence of pages were viewed.

Uses	Description
Traffic	Not an entire visit length. Usually a collection of paths, each of which is usually 3-4 pages long. Shows the frequency of visits on that particular path.
Conversion	N/A
Ad Hoc Analysis	Not an entire visit length. Usually a collection of paths, each of which is usually 3-4 pages long. Shows the frequency of visits on that particular path.

Product Views

Instance of the **Product View** being set. Occurs when the product detail page is viewed. This value comes from the **prodView** event.)

Uses	Description
Traffic	N/A
Conversion	Instance of the **Product View** being set. Occurs when the **Product Detail** page is viewed.

Uses	Description
Ad Hoc Analysis	Instance of the **Product View** being set. Occurs when the **Product Detail** page is viewed.

Quarterly Unique Visitors

Uses	Description
Traffic	Unique visitor that accesses your site for a single quarter. Multiple visits in one quarter count for a one **Quarterly Unique Visitor**.
Conversion	N/A
Ad Hoc Analysis	Unique visitor that accesses your site for a single quarter. Multiple visits in one quarter count for a one **Quarterly Unique Visitor**.

Reloads

Counted when the same page name is loaded twice in-a-row. This typically indicates that the page was refreshed.

Note that visiting the same page twice in the same visit does not count as a reload unless both visits occurred in-a-row.

Revenue

Revenue is captured on the **purchase** event, and is defined as the total dollar amount for the sum of the order for each product. This value comes from the **purchase** event.

Uses	Description
Traffic	N/A
Conversion	Revenue is captured on the **purchase** event, and is defined as the total dollar amount for the sum of the order and each product.
Ad Hoc Analysis	Revenue is captured on the **purchase** event, and is defined as the total dollar amount for the sum of the order and each product.

Searches

The recommended default metric for search engines and keywords. This metric represents instances of a click-through, and shows the page that is associated with a specific engine or keyword. Searches metric data can be reported retroactively to the beginning of the data set.

The Searches metric now includes data generated on linkTrack hits. Any hit type (page view, video view, link click, etc.) can now increment the Searches metric - as long as it is the first hit of the visit. This increases the accuracy of the searches metric, but also changes how the metric is calculated. Ad Hoc Analysis and Reports & Analytics now calculate this metric in the same way.

Single Access

Single Access is defined by the number of visits to your site that contained a single unique **Page Name** value. If a user comes to your site and clicks a tracked link, triggers an event (such as a **video view**), or reloads the page, the visit is still considered a **Single Access** visit. As long as value for the **pageName** variable does not change, any number of requests can be sent and the visit is still considered a **Single Access**.

Uses	Description
Traffic	The number of times a page or value is captured as the only value. For example, page A is the only page visited, and then the visitor left your site.
Conversion	Single access is not a conversion metric.
Ad Hoc Analysis	Like traffic, **Single Page Visits** is the number of times a single page or value is captured as the only value in a visit. This metric is equivalent to both **Single Access** AND **Bounces** in Reports & Analytics, depending on whether **Count Repeat Instances** is set to Yes or No. This setting also affects pathing reports like Flows, Next Page, Fallout, etc.

Time Spent

The sequence calculation, and metrics that report on the amount of time visitors spend on a page, site, or per visit. (Total Time Spent; Time Spent per Visit; Time Spent per Visitor)

About the Sequence Calculation

Version 14 calculates the average time spent on a page by placing each sequence of a specific variable value into one of ten ranges or buckets that represent average periods of time. For example, if a visitor spends 00:01:15 on a web page, the reported Time Spent on Page metric is 00:02:00. (The midpoint value of the 1 to 3 minute range).

Version 15 and ad hoc analysis use explicit values (including link events and video views) to calculate Time Spent, so the reported Time Spent on Page value in this example would be 00:01:15.

About the Numerator and Denominator

The numerator is *total seconds spent*. The denominator is not available as a separate metric in reports & analytics, because it depends on the dimension used. For example, if the dimension of the report is *browser*, or something similar at the visits level, then the calculation will be visits with a time-spent value. In the case of Page Name or other dimensions at the hit level, it is essentially Occurrences, Instances, or Page Views, but with reloads and unset values (e.g. page events) counted as a single page.

Differences between Version 14 and 15

version 14	Version 15 and Ad Hoc Analysis
Time stamp: Calculates a visitor's Time Spent value based on Web beacon time stamps generated by the visitor's page views.	**Time stamp + link event**: Calculates a visitor's Time Spent value based on Web beacon time stamps generated by the visitor's page views and link events (custom, download, exit, and video).

version 14	Version 15 and Ad Hoc Analysis
Ranged values: Reports Time Spent metrics using a midpoint value based on ten time buckets (or ranges), such as 30 to 60 seconds, 1 to 3 minutes, and 5 to 10 minutes.	**Explicit values**: Reports the explicit Time Spent value, eliminating the use of midpoint values and time buckets.
Midpoint average: Calculates average Time Spent metrics using the midpoint values rather than the explicit Time Spent values.	**Explicit average**: Calculates average Time Spent metrics using explicit Time Spent values rather than the midpoint Time Spent values.
Attribution: All time spent values are attributed on the day that the visit ends, even if some of the page views were on a previous day.	**Attribution**: All time spent values are attributed to the day on which each page view occurred.

Time Spent Metrics

Note: *Without non-page events like Video Views or Exit Links, time spent on the last page cannot be known.*

The following Time Spent metrics are available:

Metric Name	Description
Total Time Spent	For a given dimension, Total Time Spent represents the total amount of time visitors interact with a specific value. Total Time Spent in the context of eVars take the total amount of time spent between each `'post'` value, not the amount of time between each defined value. The calculation for Total Time Spent includes the following: • For Traffic dimensions, the instance of a given value as well as any subsequent link events where that value is not overwritten. • For Conversion dimensions, the defined value and persistence across all image requests within a visit before it is overwritten or expired.
Time Spent on Page - Bucketed	Represents the average time per sequence of a given value within a visit. A sequence is defined as a contiguous series of server calls within a visit where a given value does not change. Time spent in a sequence is inclusive of the following: • The instance of a given Traffic or Conversion dimension. • The occurrence of link events that happen after the instance of a given Traffic or Conversion dimension value before that value is overwritten.

Metric Name	Description
	• Persistence of a given Conversion dimension value within a visit before that value is overwritten.
Time Spent per Visit	See *Time Spent per Visit Report*.
Time Spent per Visitor	Represents the time spent for a visitor during the selected date range. For example, if a visitor made 5 visits to the site during the selected date range, and spent a total of 40 minutes on the site, Time Spent metrics (per visitor and visits) are calculated as follows: • Time Spent per Visitor (40 mins, 5 visits) = 8 minutes • Time Spent per Visit (40 mins, 1 visitor) = 40 minutes

Time Spent - Page Calculation Example

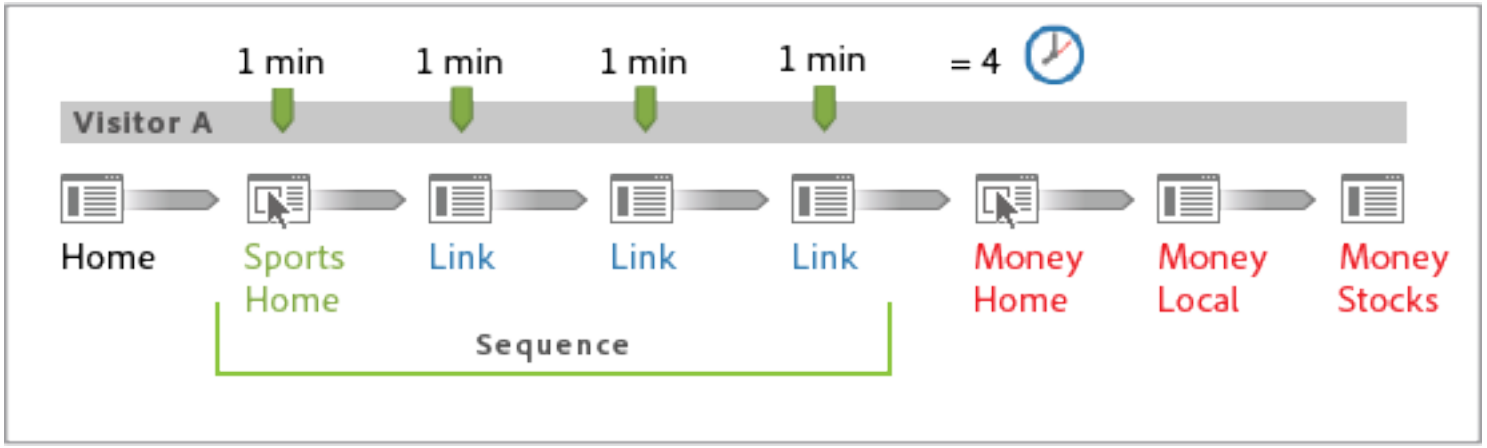
An example of how the Time Spent metrics are calculated for a Pages report.

Note: *Before continuing, review the information about time-spent metrics, sequences, and how numerators are used. See Time Spent.*

- *Visitor A Example*
- *Visitor B Example*

Visitor A Example

Visitor A visits the Sports Home page and clicks three links that trigger server calls (such as file downloads or video views). The visitor spends four minutes on the page. Next, the visitor visits the Money pages.

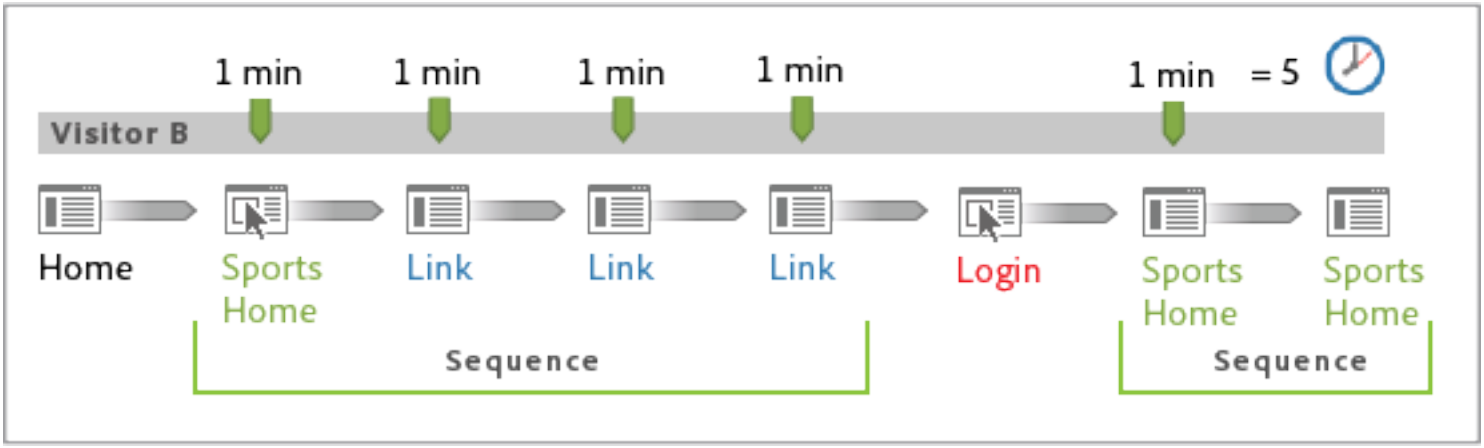


Time spent calculations:

Total Time Spent	# Sequences	Average Time Spent	Time Spent / Visit	Time Spent / Visitor	Server Calls
4	1	4 / 1 = 4	4 / 1 = 4	4 / 1 = 4	8

Visitor B Example

Visitor B performs the same activity but logs in to the Sports Home page. The login creates a second sequence.



Time spent calculations:

Total Time Spent	# Sequences	Average Time Spent	Time Spent / Visit	Time Spent / Visitor	Server Calls
5	2	5 / 2 = 2.5	5 / 1 = 5	5 / 1 = 5	8

The final server call containing a Sports Home value is not counted in the Visitor B time-spent calculation, because there is no trailing time stamp available for the calculation.

Time Spent Aggregated for Both Visitors

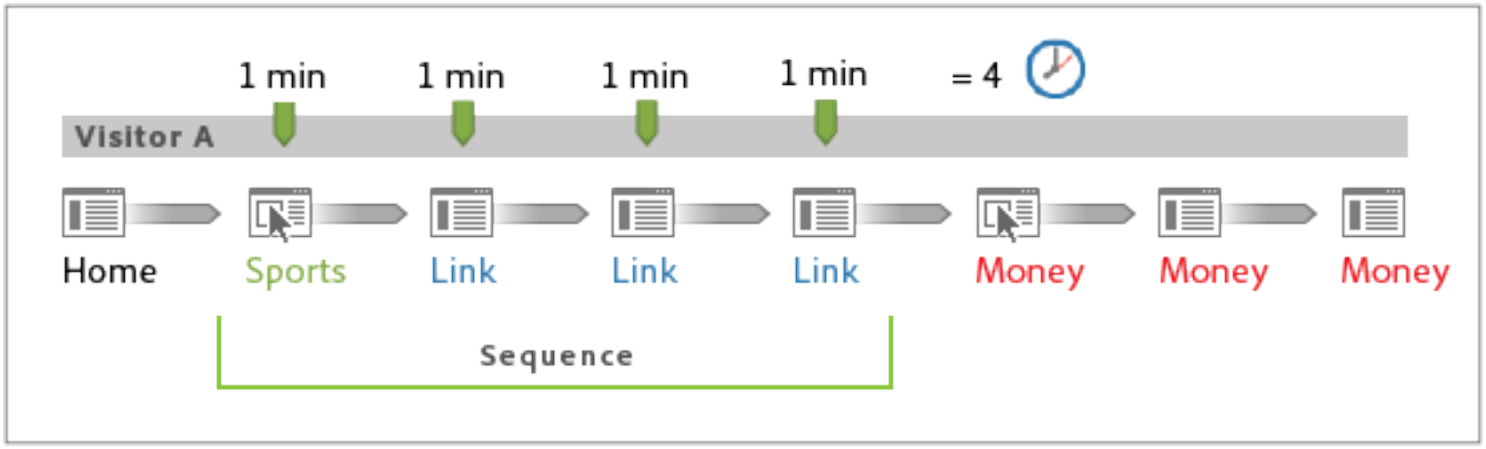
Total Time Spent	# Sequences	Average Time Spent	Time Spent / Visit	Time Spent / Visitor	Server Calls
4 + 5 = 9	1 + 2 = 3	9 / 3 = 3	9 / 2 = 4.5	9 / 2 = 4.5	16

Time Spent - Site Sections Calculation Example

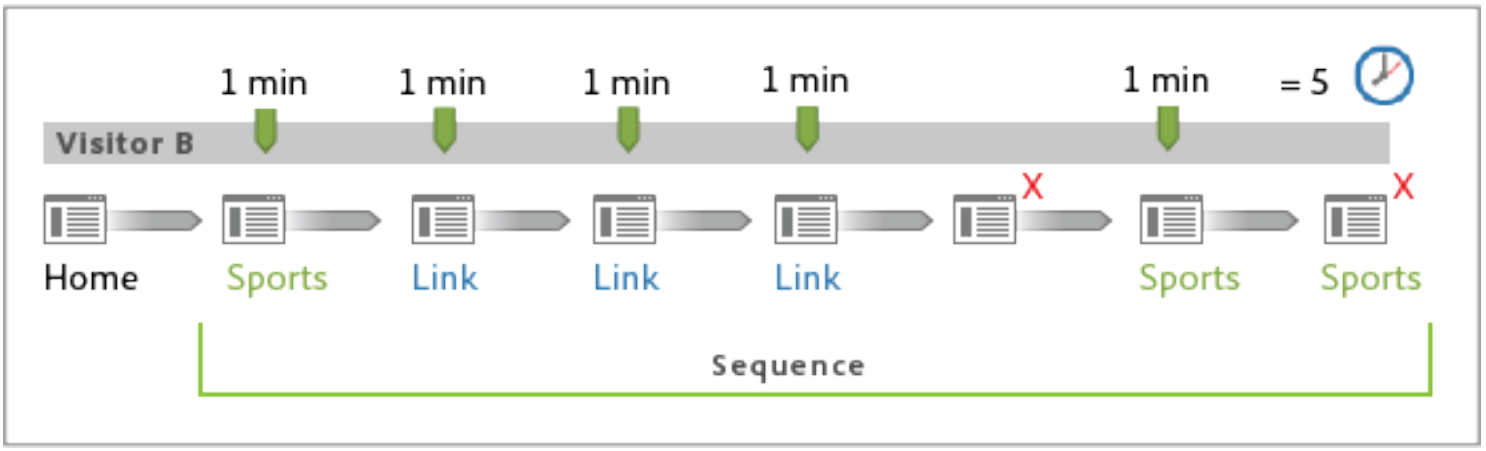
An example of how the Time Spent metrics are calculated for a Site Sections report.

Note: *Before continuing, review the information about time-spent metrics, sequences, and how numerators are used. See Time Spent.*

In the following example for Visitor A, *Money* overwrites *Sports* to end the sequence:



In the following example for Visitor B, there is only one sequence of Sports. This occurs because there is no overwriting value on the sixth server call in the visit:



Note: *The X indicates no value. The sixth server call, which does not contain a value, is not counted in the Time Spent calculation. This occurs because ad hoc analysis processing discontinues Time Spent accrual on Page Events, where a previously passed value is not explicitly passed.*

Visitor A - Time Spent Calculations

Total Time Spent	# Sequences	Average Time Spent	Time Spent / Visit	Time Spent / Visitor	Server Calls
4	1	4 / 1 = 4	4 / 1 = 4	4 / 1 = 4	8

Visitor B - Time Spent Calculations

Total Time Spent	# Sequences	Average Time Spent	Time Spent / Visit	Time Spent / Visitor	Server Calls
5	1	5 / 1 = 5	5 / 1 = 5	5 / 1 = 5	8

Time Spent Aggregated for Both Visitors

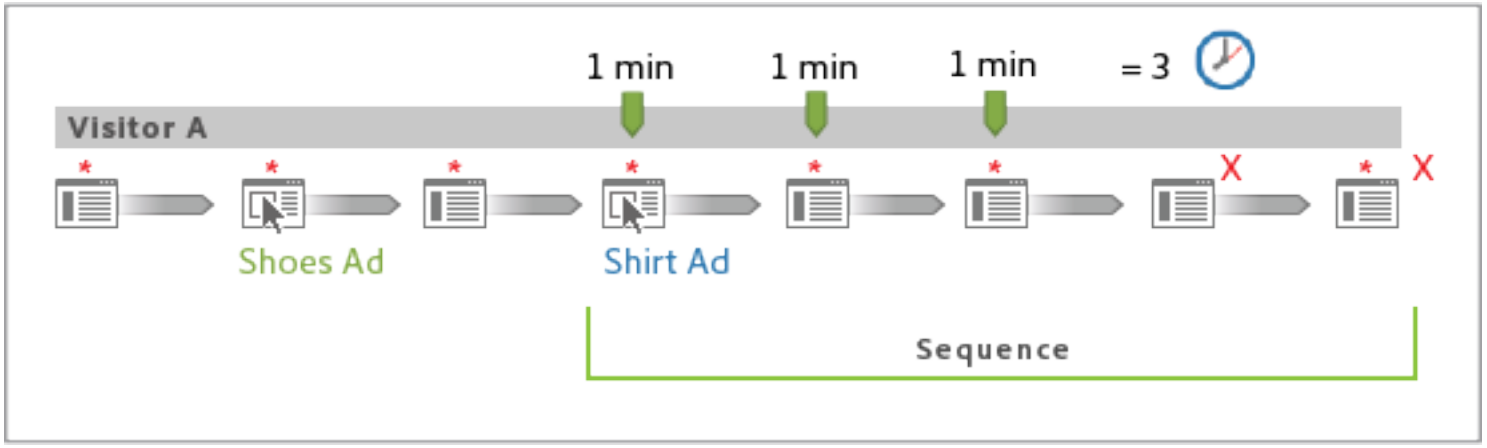
Total Time Spent	# Sequences	Average Time Spent	Time Spent / Visit	Time Spent / Visitor	Server Calls
4 + 5 = 9	1 + 1 = 2	9 / 2 = 4.5	9 / 2 = 4.5	9 / 2 = 4.5	16

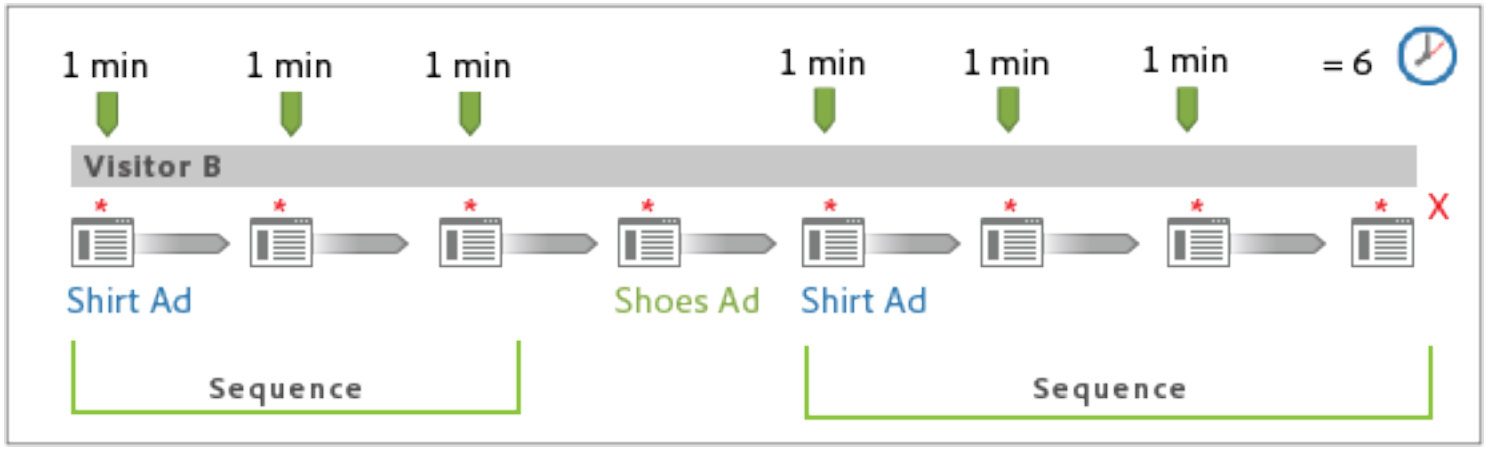
Time Spent - eVar Calculation Example

An example of how the Time Spent metrics are calculated for an eVar.

Note: *Before continuing, review the information about time-spent metrics, sequences, and how numerators are used. See Time Spent.*

The following illustrations show how Time Spent is calculated for visitors A and B for the *Shirt Ad* value in eVar 1. Calculations apply to the individual visit level.





Note: ** (Red asterisk) Indicates a server call that includes a conversion event. No asterisk indicates a server call without a conversion event. The X indicates no value. The sixth server call, which does not contain a value, is not counted in the Time Spent calculation. This occurs because ad hoc analysis discontinues Time Spent accrual on Page Events, where a previously passed value is not explicitly passed.*

Visitor A - Time Spent Calculations

Total Time Spent	# Sequences	Average Time Spent	Time Spent / Visit	Time Spent / Visitor	Server Calls
3	1	3 / 1 = 3	3 / 1 = 3	3 / 1 = 3	8

In the Visitor A visit, the seventh server call is not counted in the Time Spent calculation because there is no conversion event passed on that server call.

Visitor B - Time Spent Calculations

Total Time Spent	# Sequences	Average Time Spent	Time Spent / Visit	Time Spent / Visitor	Server Calls
6	2	6 / 2 = 3	6 / 1 = 6	6 / 1 = 6	8

The Visitor B visit contains two separate sequences because of the Shoes Ad server call.

Time Spent Aggregated for Both Visitors

Total Time Spent	# Sequences	Average Time Spent	Time Spent / Visit	Time Spent / Visitor	Server Calls
3 + 6 = 9	1 + 2 = 3	9 / 3 = 3	9 / 2 = 4.5	9 / 2 = 4.5	16

In the Visitor A and Visitor B visits, the final server call is not counted in the Time Spent calculation because there is no trailing time stamp to use for calculation.

Total

The value of all report line items for a reported period. If a filter is currently selected, the total might represent the filtered total instead of the report suite total. If no filter is selected total represents the report suite total.

Uses	Description
Traffic	The value of all report line items for a reported period.
Conversion	The value of all report line items for a reported period.
Ad Hoc Analysis	N/A

Unique Visitors

In version 14, a unique visitor refers to a visitor who visits a site for the first time within a specified time period. For example, the unique visitor can visit a site ten times in a week, but if the time period is week, a single unique visitor is counted only once for that week. After that week is ended, that unique visitor can be counted again for a different time period.

Differences between version 14 and 15

version 14 does not remove duplicate **Visits** and **Unique Visitors** metrics from classifications-based reports. For example, if two video clips shared the same classification, a single visitor that viewed both clips generated two **Visits** and **Unique Visitors** in the classification-based report.

Version 15 removes duplicate **Visits** and **Unique Visitors** from the classification-based report. This is a more accurate measure of **Visits** and **Visitors**, but typically results in a decrease in your **Visits** and **Unique Visitors** metrics for classification-based reports, when compared to data collected prior to upgrade.

Uses	Description
Traffic	A visitor is a person that comes to your website. Does not require a persistent cookie.
Conversion	A visitor is a person that comes to your website. Is counted when a conversion-related event or action occurs.
Ad Hoc Analysis	A visitor is a person that comes to your website. Does not require a persistent cookie.

See *Unique Visitors Report - Analytics*.

Units

The total units that were ordered for the selected time period. Because you have many units purchased per order, **Units** is a vital metric that reveals general inventory movement.

Uses	Description
Traffic	Units is a definition of the product, and is set on the **purchase** event. It is the number of items purchased for a product, or the sum of total items for all products.
Conversion	Units is a definition of the product, and is set on the **purchase** event. It is the number of items purchased for a product, or the sum of total items for all products.
Ad Hoc Analysis	Units is a definition of the product, and is set on the **purchase** event. It is the number of items purchased for a product, or the sum of total items for all products.

Visit

A sequence of page views in a sitting. The visits metric is commonly used in reports that display the number of user sessions within the selected time period.

The visit metric is always associated with a time period, so you know whether to count a new visit if the same visitor returns to your site. A session starts when the user first arrives on your site, and ends under one of three scenarios:

- **30 minutes of inactivity:** Almost all sessions end in this manner. If more than 30 minutes has lapsed between image requests, a new visit begins.
- **12 hours of consistent activity:** If a user fires images requests without a 30+ minute gap for 12 hours, a new visit automatically starts.
- **2500 hits:** If a user generates a large number of hits without starting a new session, a new visit is counted after 2500 image requests.
- **100 hits in 100 seconds**: If a visit consists of more than 100 hits that occur in fewer than 100 seconds, the visit automatically ends. This behavior typically indicates bot activity, and this limitation is enforced to prevent these processing-intensive visits from increasing latency and increasing the time it takes to generate reports.

Note: *The definition of a visit can be shortened for a report suite if specifically requested, but it cannot be lengthened. Have one of your organization's supported users contact Customer Care to request this change.*

The following scenarios do not start a new visit:

- The user closing the tab, reopening it, and navigating back to your site within 30 minutes. The user can also close his browser or reboot the computer and still be counted as a single visit (given the visitor returns to your site within the 30-minute time period).
- Users browsing your site in multiple tabs. Though multi-tabbed browsing does not increment visits or visitors, using a separate browser does. This is because the different tabs reference the same cookies, while separate browsers do not.

A visit does not necessarily coincide with a browser session. For example, if a visitor closes the browser, reopens the browser, and comes to your site five minutes later, it is recognized as a continuation of the same visit. This also means that if a visitor remains on one page for 35 minutes, the visit will have closed and processed, and a new visit will start if they click through to another page.

When a visit ends, all variables with a visit expiration are expired and no longer persist. The visit number metric will be incremented on the next visit for this visitor.

Time Periods

A visit is reported in each time period in which activity occurred. For example, suppose that a visit begins at 11:45 p.m. on December 1st, and continues until 12:30 a.m. on December 2nd. The visit is counted on December 1st and December 2. This reporting applies to other time periods, including weekly, monthly, quarterly, and yearly.

Visits and Launches

The differences between Visits and Launches, and updates about why Visits might be higher than Launches. Updated October 2015.

- *Definitions*
- *Differences in the Count of Visits and Launches*
- *Why Visits Might Be Higher than Launches*
- *Why Visits Might Be Lower than Launches*
- *Aligning Visits and Launches*

Definitions

Visit

Originally designed for web analytics, a *visit* represents a period of visitor activity surrounded by 30 or more minutes of inactivity. The 30-minute timeout is an industry standard and is generally not configurable. In Adobe Analytics, a new visit is triggered when either:

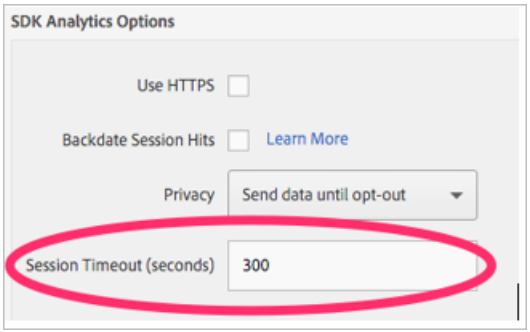
- 30 or more minutes of elapsed server time has occurred since the last visitor activity was received by Adobe's data collection servers, or
- There is 30 or more minutes between the time stamps on two consecutive data points

Mobile App Session

A mobile session represents the time spent with the application in the foreground, surrounded by five or more minutes of the application being in the background.

In situations where the application is interrupted for a period less than 5 minutes (say, for a phone call or text message) a new mobile session will not be created, and the time spent out of the application will be subtracted from the reported session length.

In Adobe Analytics, the 5-minute session timeout window is configurable via the SDK Analytics Options section in the Mobile user interface:



This setting in the mobile UI sets the *lifecycleSessionTimeout* parameter in the Analytics section of the configuration file.

Differences in the Count of Visits and Launches

The count of visits and count of launches in Adobe Analytics may not be equal, because web visits and mobile sessions are defined differently (and due to some issues with legacy web analytics processing). The following discussion describes why certain factors may cause the count of visits to be greater than the count of launches. Similarly, there are factors that may cause the count of visits to be less than the count of launches.

Adobe recommends that mobile app analysis should use the launches count to report on the number of mobile sessions. However, certain strategies may be employed to bring Visits and Launches closer together. These strategies are outlined in this document.

Why Visits Might Be Higher than Launches

There are several reasons why the count of visits may be higher than the count of launches in Adobe Analytics:

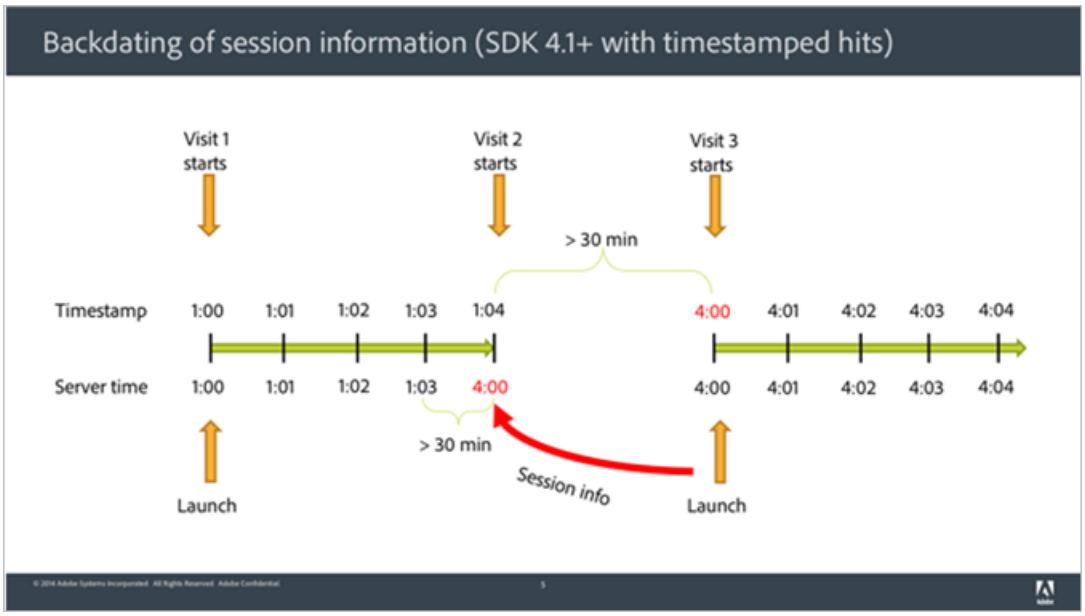
- Backdating of session info hits
- Queuing or batching of offline hits
- Tracking location while the app is in the background

Backdating of Session Information

The Adobe Analytics mobile SDKs collect information about the length of each session and the number of crashes that occur. This session information cannot be sent to Adobe's data collection servers until the beginning of the subsequent session. Before SDK version 4.1, this session data was sent as a part of the data in the first hit of the subsequent session. However, using this original methodology, the session information was temporally associated with the next session rather than the actual session.

To improve this functionality, beginning with SDK 4.1, the SDK sends the session information in a separate *SessionInfo* hit and backdates that hit with a time stamp that is temporally associated with previous session. (It is time stamped so that it is the last hit of the previous session.)

Backdating makes the session information more useful, but it sometimes causes a side effect in the logic that defines a web visit. Namely, backdating can cause an extra visit to be counted for web analytics. This scenario is illustrated in the following graphic:



If the backdated *SessionInfo* hit arrives at Adobe's data collection servers after 30 or more minutes has transpired since the last visitor activity, the visit count is incremented. (We will refer to this as an "inflated" visit.) Then, as hits for the subsequent session begin flowing into Adobe's servers, the visit count is incremented again (but this is proper, not inflated). This increment occurs because the time-stamps between the last hit of the previous session and the first hit of the subsequent session have more than 30 minutes between them.

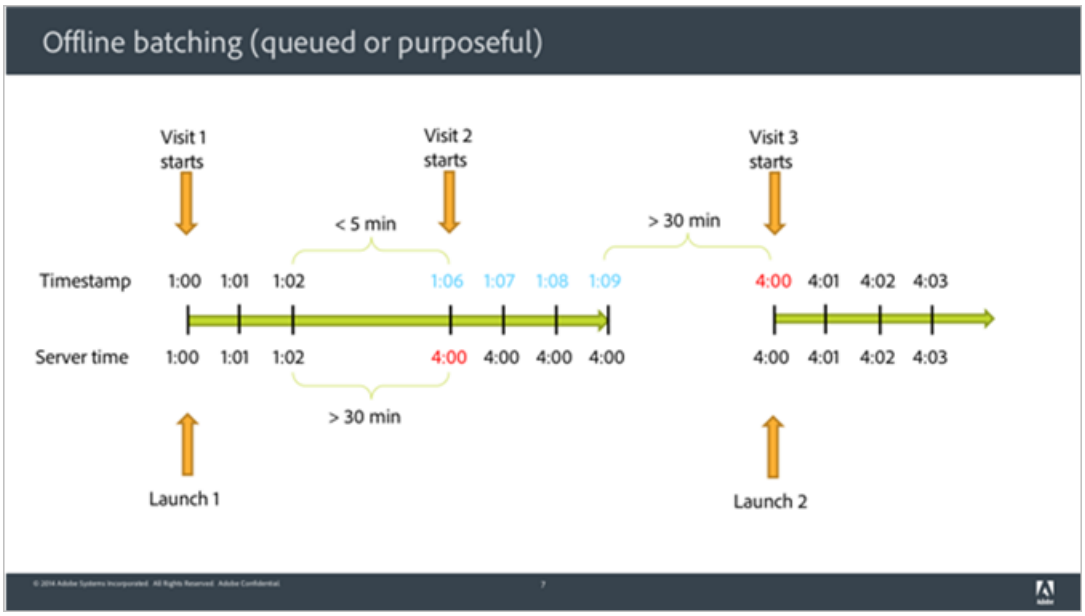
Not all backdated hits will create an inflated visit. If the subsequent mobile session begins in less than 30 minutes, no inflated visit is created.

Summary: Because of differences in the way that web visits and mobile app sessions are defined, backdating of session information will cause an inflated visit if:

- The app is configured for offline data collection (i.e. uses time-stamped data)
- The app is using SDK version 4.1 or greater and either:
  - The app is configured for *backdateSessionInfo: true* (more on this later), or
  - The *backdateSessionInfo* parameter is missing from the mobile config file.

Queuing or Batching of Offline Tracking

Another possible cause of inflated visits is queued or batched offline hits. This scenario is illustrated in the following diagram:


Offline batching (queued or purposeful)
Visit 1 starts
Visit 2 starts
Visit 3 starts
< 5 min
> 30 min
Timestamp
1:00 1:01 1:02 1:06 1:07 1:08 1:09 4:00 4:01 4:02 4:03
Server time
1:00 1:01 1:02 4:00 4:00 4:00 4:00 4:00 4:01 4:02 4:03
> 30 min
Launch 1
Launch 2

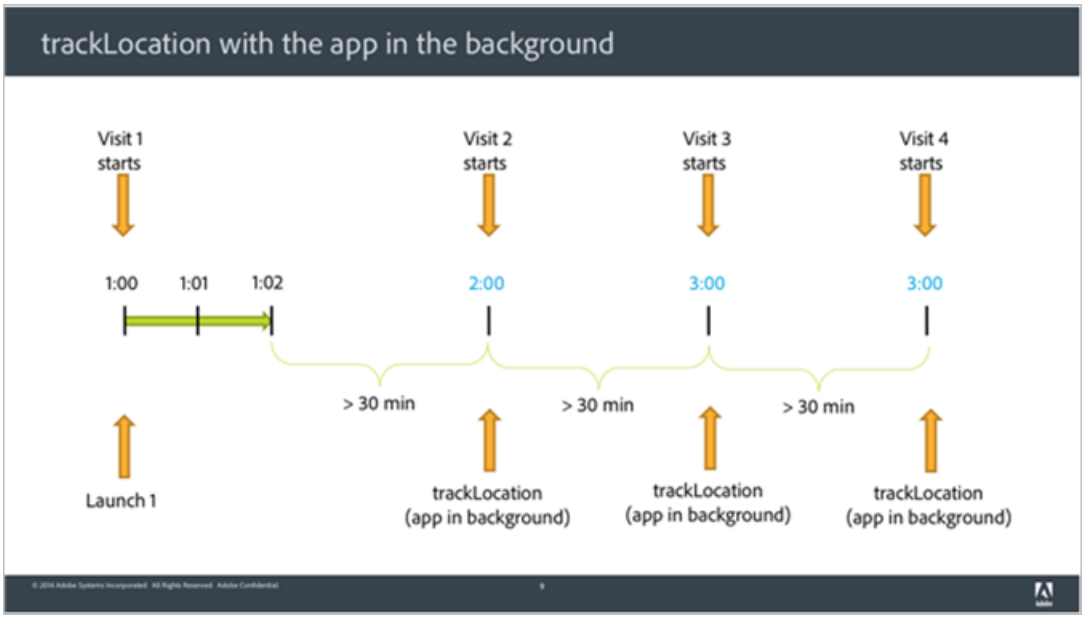
If an app is configured for offline data collection, the SDK will cache the behavior that occurs while the device is offline. Then, when the device comes online, the SDK will send out the cached offline hits, and begin sending in subsequent online hits.

If the time between the online portions of user behavior is greater than 30 minutes, an inflated visit will be counted when the cached hits are finally forwarded to Adobe's servers.

Tracking App Location in the Background

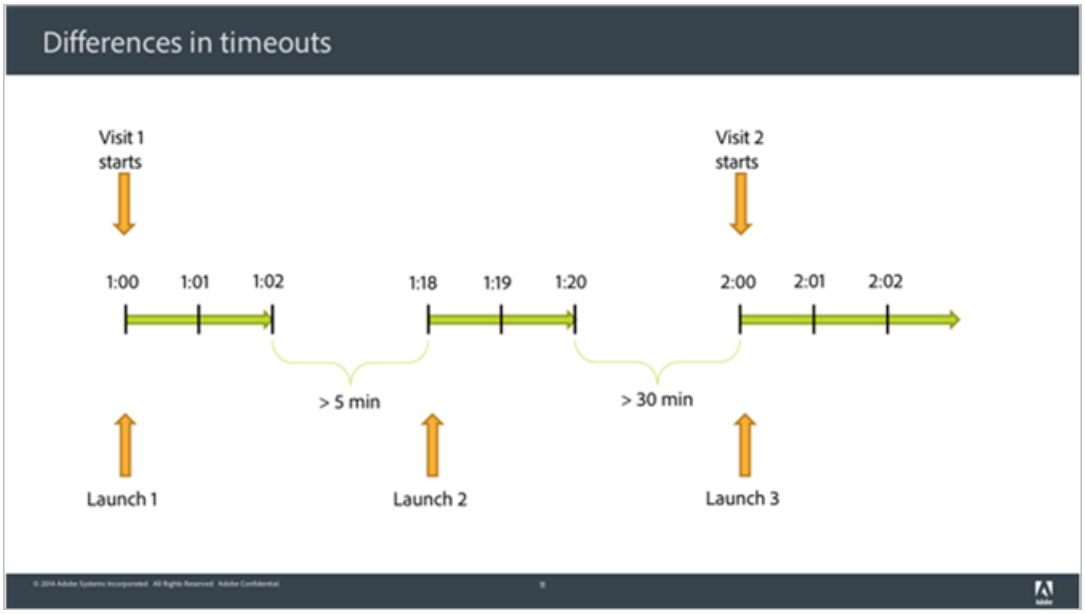
Some mobile apps perform work in the background. In the Adobe Mobile SDKs, developers can send a *trackLocation* call while the app is backgrounded. This provides the user with useful information when the app is brought to the foreground.

However, if the time between each backgrounded *trackLocation* call is greater than 30 minutes, each *trackLocation* call will generate an inflated visit as illustrated in the following graphic:



Why Visits Might Be Lower than Launches

In some situations, the count of Visits may be lower than the count of Launches. This situation is caused by the difference in timeouts between web visits and mobile sessions:



In the example above that there is no visit counted for Launch #2, because the timeout for mobile sessions is shorter than the timeout for web visits.

Aligning Visits and Launches

There are several means to more closely align the visit and launches counts as outlined in the sections below.

- *Using Segments and Calculated Metrics to Remove Backdated Hits*
- *Use App Configuration to Remove Backdated Hits*
- *Handling trackLocation*
- *Analytics platform changes (now through the end of 2016)*

Using Segments and Calculated Metrics to Remove Backdated Hits

You can use a segment and calculated metric to create a revised visits metric that removes all inflated visits caused by backdated session information hits. Just follow these steps:

1. Create a hit-level segment that *excludes* all custom links equal to `ADBINTERNAL:SessionInfo`

2. Give this segment a name, such as *Exclude Session Information Hits*.

3. Create a calculated metric that applies this segment to the visits metric.

4. Give this calculated metric a name, such as *Revised Visits*.

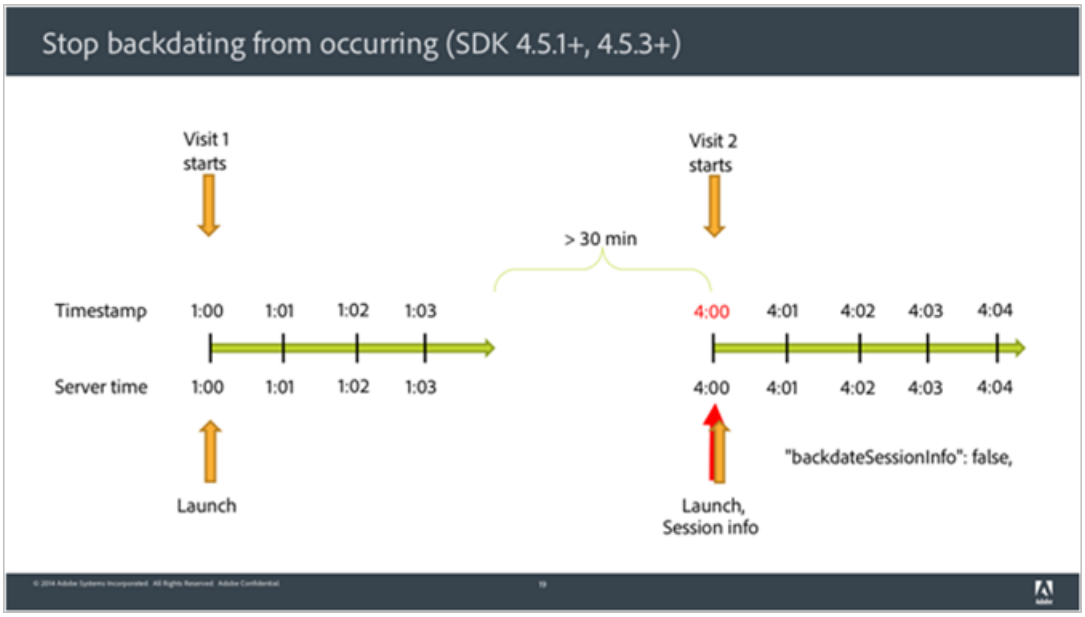
Use App Configuration to Remove Backdated Hits

Beginning with SDK 4.5.3 for iOS and 4.5.1 for Android, the SDK provides a previously undocumented feature that allows you to tell the SDK to stop backdating *SessionInfo* hits.

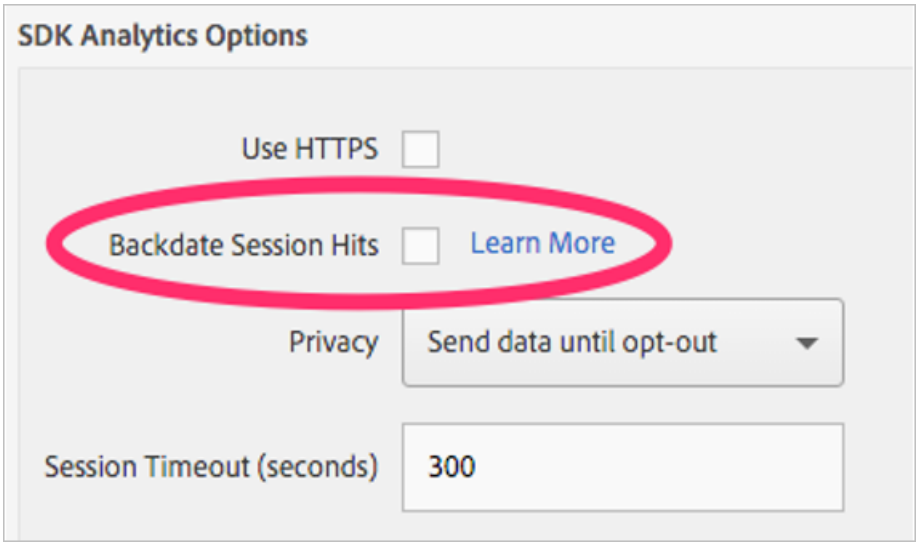
• Download the new config file via mobile services,

The latest config file sets: `"backdateSessionInfo": false`.

When you set *backdateSessionInfo* to false, the SDK returns to its pre-4.1 behavior of lumping the session info for the previous session with the first hit of the subsequent session, thus avoiding the creation of an inflated visit. Using this option causes an immediate drop in visit counts as inflated visits are no longer created.



Beginning in September 2015, the *backdateSessionInfo* flag can also be set from within the mobile UI:



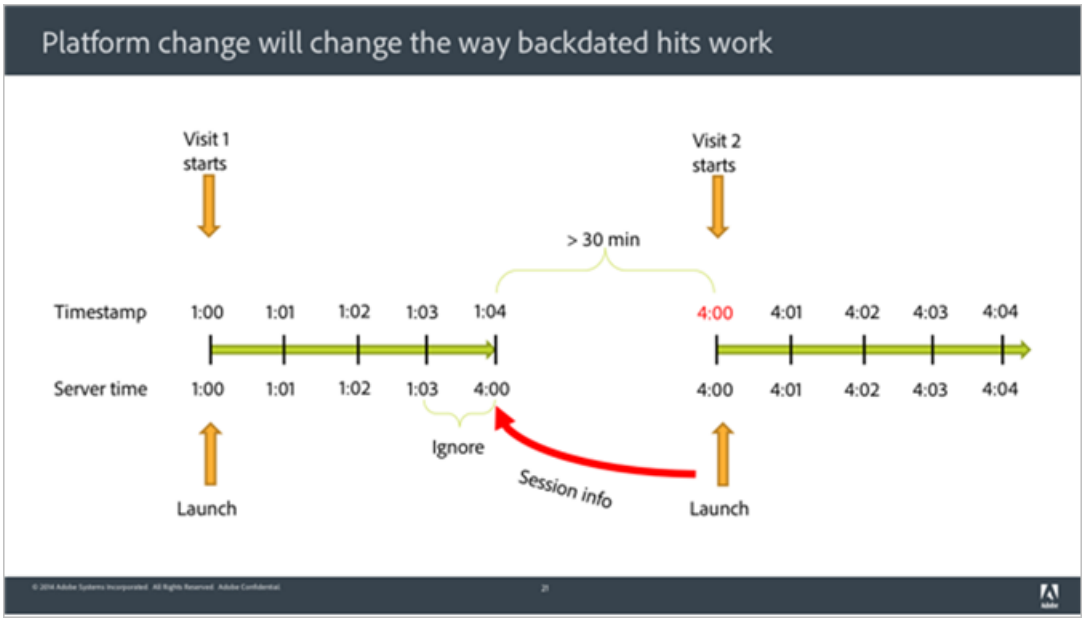
Handling trackLocation

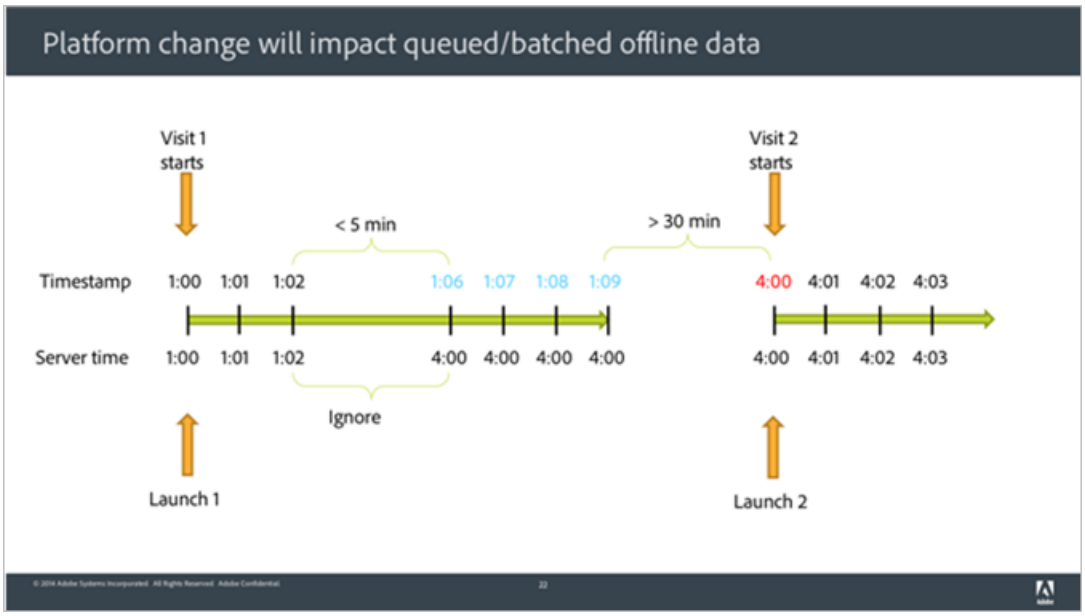
There are two ways to avoid creating inflated visits when using *trackLocation*:

- Configure your app to NOT track location in the background, or
- Reduce the time between *trackLocation* calls to less than 30 minutes.

Analytics platform changes (now through the end of 2016)

Beginning in late 2015 and continuing through the end of 2016, Adobe is making changes to its data collection platform so that backdated hits and queued/batched hits will no longer create an inflated visit count. In both cases, the server time will be ignored so that only the time stamps between hits will determine whether a new visit should be created:




Platform change will impact queued/batched offline data
Visit 1 starts
Visit 2 starts
< 5 min
> 30 min
Timestamp
1:00 1:01 1:02 1:06 1:07 1:08 1:09 4:00 4:01 4:02 4:03
Server time
1:00 1:01 1:02 4:00 4:00 4:00 4:00 4:00 4:01 4:02 4:03
Ignore
Launch 1
Launch 2

When the platform change is applied to affected report suites, the visit count will drop because inflated visits will no longer be created. Adobe will contact individual customers before the change is applied.

Visitors

The number of unique visitors to your site for a selected hour, day, week, month, quarter, or year.

Uses	Description
Traffic	A visitor is a person that comes to your website. Does not require a persistent cookie.
Conversion	A visitor is a person that comes to your website. Is counted when a conversion-related event or action occurs.
Ad hoc analysis	A visitor is a person that comes to your website. Does not require a persistent cookie.

Visitor Participation - Ad Hoc Analysis

Visitor Participation is a metric series that lets you view participation across visitor sessions in marketing channels, campaigns, revenue, and so on. For example, purchase and revenue credit can be attributed back to other marketing touch-points that occurred before the visit in which the order took place. Ad hoc analysis provides visitor participation across visits.

Revenue (Participation): Spreads conversion credit across all of the pages in a single visit that led to the conversion, up to the conversion page.

Revenue (Visitor Participation): Spreads conversion credit across all the pages and across visits, based on a time frame you specify.

Example - Cross-Visit Revenue Participation

A visitor has two visits to your site. The conversion event occurs during the second visit, on Page D, for $60 of revenue:

In reporting, the conversion allocation is as follows:

- **Revenue**: Allocated to the page.
- **Revenue (Participation)**: Allocated to the second visit.
- **Revenue (Visitor Participation)**: Allocated across both visits.

Page	Revenue	Revenue (Participation)	Revenue (Visitor Participation)
A	0	$60	$60
B	0	$60	$60
C	0	0	$60
D	$60	$60	$60

Weekly Unique Visitors

A unique visitor refers to an individual who has visited a site the first time within a certain time period. For example, the unique visitor could have visited a site 10 times in a week, but if the time period specifies unique visitors for that week, a single unique visitor will only be counted once for that week. Once that week is over, that unique visitor can be counted again for a new specified time period.

Uses	Description
Traffic	Unique visitor that accesses your site for a single week. Multiple visits in one week count for a one **Weekly Unique Visitor**.
Conversion	N/A
Ad Hoc Analysis	Unique visitor that accesses your site for a single week. Multiple visits in one week count for a one **Weekly Unique Visitor**.

Yearly Unique Visitors

Uses	Description
Traffic	Unique visitor that accesses your site for a single year. Multiple visits in one year count for a one **Yearly Unique Visitor**.
Conversion	N/A

Uses	Description
Ad Hoc Analysis	Unique visitor that accesses your site for a single year. Multiple visits in one year count for a one **Yearly Unique Visitor**.

Report Descriptions

Definitions of the reports available in Adobe Analytics.

Analytics > **Reports & Analytics** > **View All Reports**

Reporting Best Practices and Troubleshooting

Adobe Analytics provides a flexible reporting interface that lets you generate a variety of complex reports. While most reports generate very quickly, you might encounter reports that timeout or fail to generate successfully. To help avoid report generation failures, this section explains many factors that impact report generation speed. Understanding this information can help you structure reports so they are more likely to generate successfully.

Note that these recommendations apply to reports & analytics, ad hoc analysis, and report builder. They do not apply to data warehouse, which provides a separate list of *best practices*. An additional set of *best practices* is available for the Adobe Analytics Reporting API.

Report Timeouts and Request Queue

Timeouts

A single report is broken into multiple requests (one per breakdown), and each request is subject to an individual timeout. Scheduled reports are granted longer timeout periods and are more likely to succeed than reports that are generated directly in a user interface.

Report Suite Queue

Each report suite maintains a separate queue of requests. If many reports are requested simultaneously, even from separate users, a small number of reports are generated simultaneously. As reports complete, remaining reports are generated in the order in which they were received. As a result, if a large number of complex reports are already in the report suite queue, a report that typically generates quickly might time out.

Factors that Affect Report Speed

The following factors contribute to longer report generation times. Increasing one of these factors might not result in a timeout for that report, but it might delay other reports in the report suite queue and cause a subsequent report to timeout.

Report Time Range

The largest factor that affects report generation time is the number of months requested. Reducing the number of months from three to one decreases generation time significantly, but reducing the time range from one month to one week does not have a large impact on report generation time.

Number of metrics

As the number of metrics increases, the report run time increases. Removing metrics often improves report generation time.

Number of breakdowns

Within a report, each breakdown represents a separate request. While individual requests may complete quickly, running thousands of breakdowns in a single report can significantly slow down report generation time and affect the report suite queue.

Segment complexity

Segments that consider many dimensions or have many (24+) rules increase the processing impact and increase the report generation time.

Number of unique values

Reports that contain hundreds of thousands of unique values generate more slowly than reports that contain fewer unique values, even if the segment or filter reduces the number of values that ultimately appear in a report. For example, a report that displays search terms typically generates more slowly than other reports, even if a filter is applied to show only search terms that contain a specific value.

Other Reporting Options

In addition to reducing the time range, number of metrics, and number of breakdowns in a report, the following guidelines help increase reliability of report delivery:

- Use data warehouse to request reports that contain many breakdowns or metrics. Data warehouse is designed to generate these types of reports.
- Schedule reports to run during non-peak hours. This increases the likelihood of a report returning because the request queue for a report suite is more likely to be empty during those times.
- Report builder can be used to break reports into smaller time ranges and requests that contain fewer metrics. You can then use native Excel functionality to merge data from various requests into a single report.

Anomaly Detection

Anomaly Detection provides a statistical method to determine how a given metric has changed in relation to previous data.

Anomaly Detection is a feature within Reports & Analytics that allows you to separate "true signals" from "noise" and then identify potential factors that contributed to those signals or anomalies. In other words, it lets you identify which statistical fluctuations matter and which don't. You can then identify the root cause of a true anomaly. Furthermore, you can get reliable metric (KPI) forecasts.

Examples of anomalies you might investigate include:

- Drastic drops in average order value
- Spikes in orders with low revenue
- Spikes or drops in trial registrations
- Drops in landing page views
- Spikes in video buffer events
- Spikes in low video bit-rates

The following table describes the prediction interval data returned by anomaly detection in the Reporting API:

`upper_bound`	Upper level of the prediction interval. Values above this level are considered anomalous. Represents a 95% confidence that values will be below this level.
`lower_bound`	Lower level of the prediction interval. Values below this level are considered anomalous. Represents a 95% confidence that values will be above this level.

`forecast`	The predicted value based on the data analysis. This value is also the middle point between the upper and lower bounds.

Anomaly Detection uses a training period to calculate, learn, and report prediction interval data per day. The training period is the historical period that identifies what is normal vs. anomalous, and applies what is learned to the reporting period. Depending on your configuration, the training period consists of the previous 30, 60, or 90 days before the start of the view or reporting period.

To calculate the data, the daily total for each metric is compared with the training period using each of the following algorithms:

· Holt Winters Multiplicative (Triple Exponential Smoothing)

· Holt Winters Additive (Triple Exponential Smoothing)

· Holts Trend Corrected (Double Exponential Smoothing)

Each algorithm is applied to determine the algorithm with the smallest Sum of Squared Errors (SSE). The Mean Absolute Percent Error (MAPE) and the current Standard Error are then calculated to make sure that the model is statistically valid.

These algorithms can be extended to provide predictive forecasts of metrics in future periods.

Because the training period varies based on the start of the view (reporting) period, you might see differences in the data reported for the same date as part of two different time periods.

For example, if you run a report for January 1-14, and then run a report for January 7-21, you might see different prediction data for the same metric between January 7-14 in the two different reports. This is a result of the difference in training periods.

View Period	30-day Training Period	60-day Training Period	90-day Training Period
January 1-14	November 27 - December 31	28 October - December 31	28 September - December 31
January 7-21	December 4 - January 6	November 4 - January 6	October 5 - January 6

Anomaly detection is also available in the *Reporting API*.

Version 14 Report Descriptions

Report descriptions for version 14.

- *Site Metrics*
- *Site Content*
- *Video*
- *Mobile*
- *Paths*
- *Traffic Sources*
- *Campaigns*
- *Products*
- *Visitor Retention*

• *Visitor Profile*

Site Metrics

Page Views	The Page Views report displays the number of times your Web site pages were viewed for the selected time period (hour, day, week, month, quarter or year). This report allows you to track page views for each individual page on your site, as well as an aggregate of page views for your website as a whole. See *Page Views Report*.
Visits	The Visits report displays the number of visits made to your Web site during the selected time period.
Hourly Unique Visitors	This report shows the number of unique visitors to your site for a selected hour time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Daily Unique Visitors	This report shows the number of unique visitors to your site for a selected daily time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Weekly Unique Visitors	This report shows the number of unique visitors to your site for a selected weekly time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Monthly Unique Visitors	This report shows the number of unique visitors to your site for a selected monthly time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Quarterly Unique Visitors	This report shows the number of unique visitors to your site for a selected quarterly time frame. A unique visitor is counted the first time he/she visits your site within the

	selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Yearly Unique Visitors	This report shows the number of unique visitors to your site for a selected yearly time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Time Spent per Visit	This report reveals the length of time visitors spend viewing your site as a whole during each visit. It also has an "Average Time Spent on Site" statistic that shows the average time that was spent viewing your site, taken across all visitors.
Purchase Conversion Funnel	The Purchase Conversion Funnel Report shows summary data for five metrics in the Purchases reporting group by default: Visits (Buying Opportunities), Carts, Orders, Revenue and Units.
Revenue	The reports in this section let you view information related to standard purchasing metrics over selected time periods. Examples could include revenue during the month of March, orders made last week or units sold today.
Orders	The Orders report shows the number of orders made on your Web site during the selected time period.
Units	The Units report shows the total units that were ordered for the selected time period.
Custom Events 1-100	The number of possibilities for using the Custom Event Report is practically infinite. Since each marketing report is a little different, this report is used differently for each client. However, just to give a simple example of a common use, the Custom Event Report can be used as a counter that shows the number of times an event occurs. For example, if event1 is set to count the number of times a document is downloaded, then the Custom Event Report will show the total number of times the event (or download) occurs.

Site Content

Pages	The Pages Report ranks the pages on your site based on those that receive the most traffic.
Site Sections	The Site Sections Report shows the areas of your site that were visited most by your site customers. Site Sections could include (but are not limited to) groups of products, similar to Categories. Data for the Conversion Site Sections report is imported from the Site Section report in the Traffic group, which receives its information from the channel variable in the tracking code. You can use this report to identify the greatest impact on site statistics from items in varying site sections.
Site Hierarchy	The Site Hierarchy Report is populated as a result of proper configuration of the hierN variable that is set on each page that you want to take part in the hierarchy. The report will show you the hierarchical layout of the pages on your Web site and display those pages in order based on how they are configured in the variable. You will be able to see selected metrics (unique visitors, etc.) for the hierarchy.
Servers	You can group pages together that are being hosted by a particular server. For example, if you have a web site that is hosted on two different servers, you may want to see if one server is serving more impressions than the other server. This report lists all of the servers of your web site that are being tracked and tells you which servers are being accessed the most.
Exit Links	The Exit Links report shows you the links that your visitors click to leave your site and go to another site. Exit links are those links that take your visitor to another site. Most common examples of exit links are links to partners, affiliates, etc.
File Downloads	The File Downloads report is a new report that displays the files that have been downloaded from your Web site. These files can be any type of document you wish to track, including user manuals, presentations, audio, or video files. This report requires that link tracking code to be installed on the site you are tracking.

Custom Links	The Custom Links report is designed to show you the links your site visitors prefer, helping you better understand the navigation patterns within your site.
ClickMap	The Optimum Path ClickMap represents a whole new way of viewing your web analytics. After installing the ClickMap browser plug-in you can browse your site and see graphical information about how visitors are interacting with your content superimposed over the pages of the site. Links on the page will be highlighted-the greater the intensity of the color, the more frequently the item is clicked on.
Pages Not Found	The Pages Not Found report lists the number of times a Page Not Found (404- error) page is displayed to your site visitors and lists the URLs of the pages that were not found.

Video

Video Views	The Video Views Report is used to show the number of times a video is viewed per time period. A single video view represents a single video being watched by a visitor and may consist of multiple plays, stops, pauses, and starts, but always consists of a visitor viewing some portion of the video.
Video Visits	The Video Visits Report shows the number of visits that contained a video view over a time period. When visitors view multiple videos on a single visit, one video visit is counted. For example, let's say you are tracking video views per day, and a visitor views two videos on Monday - only one visit will be counted for viewing the videos. However, if the visitor returns again on Tuesday, they will be counted again no matter how many videos watched.
Daily Unique Video Visitors	The Daily Unique Video Visitors Report shows the number of visitors that viewed a video in a single day. Each visitor is counted only once per day no matter how many times they return in that day to view the video.
Videos	The Videos Report lists videos and metrics associated with them during the time period selected. It also reports on milestone events, such as the number of views that were longer than 75%, for example. Conversion metrics

	such as Revenue and Custom Events may be attributed to videos that preceded the conversion event but were not actually viewed during the time period selected. For example, if a video is viewed in November and a purchase occurs in December, the video may receive credit for the December purchase. Using breakdowns, this report allows you to see the relationship between video views and other conversion and acquisition reports such as campaigns.
Next Video Flow	The Next Video Flow Report shows the order in which videos are viewed during a visit. You can select a video to see which videos were viewed after that video.
Previous Video Flow	The Previous Video Flow Report shows the order in which videos are viewed during a visit. You can select a video and see which videos were viewed before that video.
Video Segments Viewed	The Video Segments Viewed Report shows you the segments or parts of a video that were viewed. For example, if your video is broken up by chapter, you can see how many people viewed Chapter 1 as compared to Chapter 2, etc.
Time Spent on Video	The Time Spent on Video Report shows you breakdowns of the number of visitors and the amount of time spent viewing a video. For example, 11 visitors spent between 0 and 9 seconds viewing a video.
Video Players	The Video Players Report shows which video players were most commonly used by people viewing your videos.
Videos by Player	The Videos by Player Report automatically correlates between the Videos Report and the Video Players Report so you can see the relationship between them; e.g. which videos were watched on which video players.
Video Details by Player	The Video Details by Player Report filters the video segments by video player.

Mobile

Devices	The Mobile Devices Report shows the number of visitors that accessed your site using mobile devices - such as devices running the Palm OS or Windows CE. This can

	help you understand the impact of mobile initiatives so you can plan accordingly.
Manufacturer	The Manufacturer report groups mobile device hits to your site by mobile device manufacturer. The report displays the type of manufacturer, number of views for each manufacturer, and the corresponding percentages.
Screen Size	The Screen Size report groups mobile device hits to your site by the screen size of the device. The report shows each screen size, the number of visitors to your site that used each screen size, and each screen size percentage of the total views. The Screen Size report shows both the height and width of the screen size as compared to the Screen Height report and Screen Width report.
Screen Height	The Screen Height report shows the screen height only for various mobile devices and the number of views for each screen height. You can also view the Screen Size report to see both the screen height and width.
Screen Width	The Screen Width report shows the screen width only for various mobile devices and the number of views for each screen width. You can also view the Screen Size report to see both the screen height and width.
Cookie Support	The Cookie Support report groups mobile device hits by whether they support cookies or not. Visitors are divided into supported and not supported groups. The type of mobile device is identified in the user agent string. Adobe maintains a list of mobile devices that are known to support cookies. If the mobile device listed in the user agent string is also listed in Adobe's list of mobile devices, then the Supported line item in the Cookie Support report will be incremented by one. Otherwise, the Not Supported line item in the report will be incremented by one.
Image Support	The Image Support report groups mobile devices based on the types of images they support. For example, if your phone supports JPEG images, and you access a site being tracked with your mobile phone, the Image Support report will be incremented by at least one. If your phone supports more than one image format, then a visit to a site may result in multiple increments for that visit. In other words, if your phone supports JPEG, PNG, and GIF formats, then each of those groups in the report will be

	incremented by one. As such, the sum of the groups will be greater than the total shown at the bottom of the report.
Color Depth	The Color Depth report groups mobile device hits by the number of colors supported. The report shows the total number of visitors to your site who used a mobile device, and breaks them into groups based on the number of colors configured in their mobile devices. For example, if your visitor's mobile phone supports 24 colors, and they come to your site, then the report increments the line item corresponding to their number of colors by one.
Audio Support	The Audio Support report groups mobile devices based on the types of audio formats they support. For example, if your phone supports MP3 formats, and you access a site being tracked with your mobile phone, the Audio Support report will be incremented by at least one. If your phone supports more than one audio format, then a visit to a site may result in multiple increments for that visit. In other words, if your phone supports MP3, AAC, and AMR formats, then each of those groups in the report will be incremented by one. As such, the sum of the groups will be greater than the total shown at the bottom of the report.
Video Support	The Video Support report groups mobile devices based on the types of video formats they support. For example, if your phone supports MPEG4 formats, and you access a site being tracked with your mobile phone, the Video Support report will be incremented by at least one. If your phone supports more than one image format, then a visit to a site may result in multiple increments for that visit. In other words, if your phone supports MPEG4, WMV, and 3GPP formats, then each of those groups in the report will be incremented by one. As such, the sum of the groups will be greater than the total shown at the bottom of the report.

Paths

Next Page Flow	The Next Page Flow report graphically illustrates two levels of the most popular pages that your visitors view after to the selected page. The report also highlights when visitors enter your site.

Next Page	The Next Page report provides detailed site path analysis by showing you the pages on your site that visitors viewed after seeing a selected page on your site.
Previous Page Flow	The Previous Page Flow report graphically illustrates two levels of the most popular pages that your visitors view prior to the selected page. The report also highlights when visitors enter your site.
Previous Page	The Previous Page report provides detailed site path analysis by showing you the pages on your site that visitors viewed prior to seeing a selected page on your site.
Fallout	The Fallout Report shows the visit attrition and conversion rates between each checkpoint you define. Steps are arranged top-to-bottom, with raw numbers and percent shown on the left, and conversion and fall-out percentages on the right.
Full Paths	The Full Paths report shows you the most popular paths visitors take through your site.
Pathfinder	The goal of the Pathfinder report is to help you further dissect your full paths into fragments, yielding the precise patterns that are instrumental to optimizing your site. The power of this report is in the Filter wizard that allows you to specify selection criteria that will be used to generate the report. Using the Filter capability, you can analyze the path fragments, querying for ones that begin with a certain page, end with a certain page, or even ones that begin with one page and end with another.
Path Length	The Path Length report shows you how deep visitors browse into your site (both by percentage and by total count). In other words, the report indicates how many pages the average visitor to your site views before leaving.
Page Summary	The Page Summary report is, essentially, a tell-me-everything-you-can-about-this page report. It collects and organizes page-specific information about a single page and presents it in a single report.

Reloads	The Reloads report shows the number of times individual pages were reloaded by page visitors.
Page Depth	This report identifies the depth at which each page within your site is visited. Depth for a page is measured by counting the number of pages viewed before that page. So, if your "About Us" page is the third page visited by a given visitor, its depth for that visit is three. You can use this report to identify which pages compel your visitors to travel the deepest into your site and to optimize content and navigation to make key content more accessible.
Time Spent on Page	This report displays the length of time that visitors browse individual pages in your site. The time spent is divided into ten categories: less than 15 seconds, 15-30 seconds, 30-60 seconds, 1-3 minutes, 3-5 minutes, 5-10 minutes, 10-15 minutes, 15-20 minutes, 20-30 minutes and greater than 30 minutes.
Clicks to Page	The Clicks to Page Report identifies the depth to which each page within your site is visited. Depth for a page is measured by counting the number of pages viewed before it.
Entry Pages	The Entry Page report shows you, by percentage and by total visits, which pages on your site are the first ones seen by new visitors.
Original Entry Pages	The Original Entry Pages report shows the first page viewed of the first-ever visit to your site. Each user is counted only once unless they delete their cookies or are not being tracked with cookies.
Single Page Visits	The Single Page Visits Report shows pages that are most often both the entry *and* exit page for visitor browsing sessions.
Exit Pages	The Exit Page report shows you, by percentage and by total visits, which pages on your site were the last pages visitors viewed before leaving your site.
Longest Paths	The Longest Paths report displays the longest paths taken by visitors to your site during the selected time period.

Traffic Sources

Search Keywords - All	The Search Keywords - All Report displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click on the blue magnifying glass next to each search keyword in order to see the actual search results screens where your site was listed.
Search Keywords - Paid	The Search Keywords - Paid Report displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click on the blue magnifying glass next to each search keyword in order to see the actual search results screens where your site was listed.
Search Keywords - Natural	The Search Keywords - Natural Report displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click on the blue magnifying glass next to each search keyword in order to see the actual search results screens where your site was listed.
Search Engines - All	The Search Engines - All Report helps you learn which search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that have been used to find your site.
Search Engines - Paid	The Search Engines - Paid Report helps you learn which search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that have been used to find your site.
Search Engines - Natural	The Search Engines - Natural Report helps you learn which search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that have been used to find your site.
All Search Page Ranking	The All Search Page Ranking report shows the results pages on which your site links were located in the user's searches that were performed. For example, a user who came to your site from a search engine may have seen

	you on the third of one hundred pages of results. This can help you quickly see and optimize search engine efforts. Data for this report may be viewed for all but the "Hourly" time period.
Referring Domains	The Referring Domains report shows the domains that referred the customers that most impacted your site's Success Metrics. Referrers fall into two main categories: Domains and URLs. Domains refer to the domain name, and appear as the base domain without the query string or subdirectories attached. URLs include the base domain name, as well as any query strings or subdirectories.
Original Referring Domains	The Original Referring Domains report shows the original referrers that produced the customers on your site. Customers can visit your site multiple times, and have a different referrer for each visit. This report shows how they were referred the first time they arrived at your site. This can help you see if they continued to use the same referrer and view patterns in how customers are referred to your site. You can view the number of visitors generated by an original referrer or discover how much revenue each original referrer was responsible for producing.
Referrers	The Referrers report shows where your visitors came from before they arrived at your site, the methods visitors use to find your Web site, and the number of visits to your site that came from these referring locations.

Campaigns

Campaign Conversion Funnel	The (Campaigns) Conversion Funnel Report shows averages for four metrics in the Campaigns reporting group by default: Click-throughs, Checkouts, Orders and Revenue (a click-through occurs when a user clicks on a link). Conversion Funnel Reports show key conversions between important data in each reporting group and "standard" conversion metrics (revenue, orders, etc.). The Overview section gives a visual summary of this conversion data. The Funnel Section shows statistics for all events in the Overview section based on Orders and up to two other metrics: Revenue and Units. You can add metrics and custom events from other reporting groups

	to these reports by clicking the Selected Events option in the Report Status and Navigation header. **NOTE:** Because the current time periods are not yet completed when you view data, the (Campaigns) Conversion Funnel Reports may accurately indicate a downward trend from the previous to the current time period; e.g., there may be fewer visits today than yesterday, but only because the rest of the time period's statistics have yet to occur.
Creative Elements	The Creative Elements Report allows you to report on Creative Element performance, and shows how your advertising campaigns' creative elements affect your site's various Success Metrics. This report is created for all accounts. Creative Elements are specified using the campaign management tools provided. One or more tracking codes are assigned to a Creative Element in the Manage Campaigns tool. Additionally, you can break down the Creative Elements by Tracking Code and other available items.
Campaigns	The Campaigns report shows how your advertising campaigns affect your site's various Success Metrics. For example, you can find out which campaigns are generating the most revenue or see which campaigns have the most cart removals. In addition, you can directly associate attributes with your Campaign data, providing very powerful reporting capabilities. For example, you can now associate flight dates with your Campaigns, as well as any customizable classifications or metrics.
Tracking Code	The Tracking Code Report is the equivalent of the Campaigns Report in previous versions. As in previous versions, this report shows the text passed into the JavaScript campaign variable on the web site's pages. This report shows how your campaign tracking code elements affect your site's various Success Metrics, and is available whether or not you have set up your Campaigns or Creative Elements.

Products

Products Conversion Funnel	The (Products) Conversion Funnel Report shows averages for the Product Views, Cart Additions, Orders, Units, and Revenue metrics. It also shows key

	conversions between important data in each reporting group and "standard" conversion metrics (revenue, orders, etc.). The Overview section gives a visual summary of this conversion data. The Conversion Funnel section shows statistics for all events in the Overview section based on Orders and up to two other metrics: Revenue and Units. You can add metrics and custom events from other reporting groups to these reports by clicking the Selected Events option in the Report Status and Navigation header. NOTE: Because the current time periods are not yet completed when you view data, this report may accurately indicate a downward trend from the previous to the current time period; e.g., there may be fewer visits today than yesterday, but only because the rest of the time period's statistics have yet to occur.
Products	These reports help you identify how individual products and groups of products (categories) contribute to your various conversion metrics, such as revenue or checkouts.
Cross Sell	A Cross Sell Report that is broken down by Cross Sell shows sales relationships between products. It answers the question, "If visitors purchased Item A, what else did they purchase in the same order?"
Categories	The Categories report shows how various product categories affect your site's Success Metrics.

Visitor Retention

Return Frequency	The Return Frequency report shows the number of visitors who returned to your site within one of the following categories (representing the time lapse between visits): less than 1 day, 1-3 days, 3-7 days, 8-14 days, 14 days to 1 month and longer than 1 month.
Return Visits	The Return Visits report shows how many individuals have visited more than once since Adobe began tracking your site.
Daily Return Visits	The Daily Return Visits report displays the number of visitors that visited your site more than once on a given day. A day is defined as the last 24-hour period.

Visit Number	The Visit Number report provides yet another method for gauging visitor loyalty by displaying the visit number for each visitor that comes to your site.
Customer Loyalty	These reports reveal purchasing patterns of customers within three categories of loyalty (new, return and loyal). The Customer Loyalty report shows how much new, returning and loyal customers contribute to the standard Success Metrics.
Days Before First Purchase	The Days Before First Purchase report shows the number of days that pass between the first time customers visit your site and when they finally make a purchase.
Days Since Last Purchase	The Days Since Last Purchase report shows the most common number of days that pass between customers' repeat purchases and allows you to view the time periods that contributed most to your site's key success metrics, such as revenue and orders.
Daily Unique Customer	The Daily Unique Customers report identifies the number of different people that make purchases from your site during one day. A daily unique customer is a person who makes a purchase from your site for the first time within one day (from 12:01 AM to 12:00 AM). While one person may make a purchase from your site multiple times during a day, the Daily Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the day. A daily unique customer is only counted once per day for this particular report.
Weekly Unique Customers	The Weekly Unique Customers report identifies the number of different people that make purchases from your site during one week. A weekly unique customer is a person who makes a purchase from your site for the first time within one week. While one person may make a purchase from your site multiple times during a week, the Weekly Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the week. A customer is only counted once per week for this particular report.

Monthly Unique Customers	The Monthly Unique Customers report identifies the number of different people that make purchases from your site during one day. A monthly unique customer is a person who makes a purchase from your site for the first time within one month. While one person may make a purchase from your site multiple times during a month, the Monthly Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the month. A customer can be counted only once per month for this particular report.
Quarterly Unique Customers	The Quarterly Unique Customers report identifies the number of different people that make purchases from your site during one quarter. A quarterly unique customer is a person who makes a purchase from your site for the first time within one quarter. While one person may make a purchase from your site multiple times during a quarter, the Quarterly Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the quarter. A customer can only be counted once per quarter for this particular report.
Yearly Unique Customers	The Yearly Unique Customers report identifies the number of different people that make purchases from your site during one year. A yearly unique customer is a person who makes a purchase from your site for the first time within one year. While one person may make a purchase from your site multiple times during a year, the Yearly Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the year. A customer is only counted once per year for this particular report.

Visitor Profile

Countries	The Countries Report shows you the countries from which visitors are accessing your site. In addition to the standard "Ranked" and "Trended" views available on most reports, there is also a "Map" view that color-codes the countries according to their relative contribution to your total traffic-the more intense the color the greater the number

	of daily unique visitors from that country that are visiting your site.
Regions	The Regions Report shows you the regions from which visitors are accessing your site. To the right of each region shown, the country of the region is also shown in parentheses. Clicking the magnifying glass icon to the left of the region will open the line item in the Cities Report. With this report, you can see how a selected region performed compared to another on your web site.
Cities	The Cities Report shows you the U.S. cities from which visitors are accessing your site.
U.S. States	The U.S. States Report shows you the U.S. states from which visitors are accessing your site.
U.S. DMA	The DMA (Designated Market Area) Report shows you the marketing areas within the United States from which visitors are accessing your site. By clicking the link next to State in the Report Status header, you may optionally restrict the report to showing only marketing areas within a particular state. This data is provided via a partnership between Adobe and Nielsen Media Research, Inc. By clicking the Visitors Per Capita link next to Display in the Report Status header, you can adjust the data by the relative population of each marketing area. Enabling this option shows both the number of daily unique site visitors per 10,000 people living in the market area as well as the percent above or below the national average value. You can also generate a Correlation report by clicking the Correlation icon next to one of the market areas and selecting the item with which you want to correlate the data.
Visitor Home Page	The Visitor Home Page Report is used as another method for gauging visitor loyalty and assessing the perceived value your visitors place on your Web site's content. The report shows how often your visitors mark a page on your Web site as their "Home Page" in their browser.
Languages	The Languages report displays your visitors' preferred languages. The Languages Report captures the default browser language and displays those most used by visitors to your site.

Time Zones	The Time Zones report displays the time zones your visitors are located in when they view your site. This report superimposes a bar graph (indicating the number of visitors) on a map of the world so you can quickly see what part of the world your visitors are from.
Domains	The Domains report lists the organizations and ISPs your visitors use to browse your site. This report differs from the Full Domains report in that the Full Domains report registers the full ISP domain, whereas this report lists the secondary domain.
Top Level Domains	The Top Level Domains report identifies world regions that visitors come from, based on their originating domain extension, and shows how many visitors come from these countries. Domains ending in Commercial (.com), Network (.net), Education (.edu), Government (.gov) and Organization (.org) are usually based in the United States, and are listed separately from the rest of the domains.
Browsers	The Browsers report identifies the types and versions of browsers that are used by each of your visitors.
Browser Types	The Browser Types Report classifies the browsers visiting your site into their major families.
Mobile Devices	The Mobile Devices Report shows the number of visitors that accessed your site using mobile devices - such as devices running the Palm OS or Windows CE.
Browser Width	The Browser Width report shows you the most common widths or heights of the browsers (in pixels) your visitors use to view your site.
Browser Height	The Browser Height report shows you the most common widths or heights of the browsers (in pixels) your visitors use to view your site.
Operating Systems	The Operating Systems report shows you which operating systems are being used by your site visitors.
Monitor Color Depth	The Monitor Color Depth report shows your visitors' most popular color-depth settings as configured on their computer. Color-depth refers to the number of colors that can be displayed on the screen.

Monitor Resolutions	The Monitor Resolution report shows the screen resolutions visitors to your Web site most commonly use, as configured on their computers.
Netscape Plug-ins	The Netscape Plug-Ins report displays the plug-ins that your visitors have enabled while they view your site.
Java	The Java Report shows you the percentage of visitors to your site that make use of Java or have JavaScript turned on or off.
JavaScript	The JavaScript report shows you the percentage of visitors to your site that make use of Java or have JavaScript turned on or off.
JavaScript Version	The JavaScript Version report displays the versions of JavaScript your visitors' browsers use while viewing your site.
Cookies	The Cookies report shows you the percentage of your visitors that prefer to use cookies while browsing.
Connection Types	The Connection Types Report displays the percentage of your site's visitors that utilize high-speed Internet connections versus slower dial-up connections.
Key Visitors	The Key Visitors report allows you to single out and monitor up to five different visitor groups that visit your Web site.
Pages Viewed by Key Visitors	The Pages Viewed by Key Visitors Report lists all of your site pages that have been visited by the key visitors you have specified, in order of popularity.
Last 100 Visitors	The Last 100 Visitors report shows information for the last 100 visitors to your site. Information is presented in a table that displays the date and time of the visit, and the visitors' domains and IP addresses.
Visitor Snapshot	The Visitor Snapshot Report, by default, shows visitor information for the last visitors to your site. Each visitor is defined by IP address. Information collected for each visitor is presented in an easy to read table with detail for five visitors listed on each page.

Visitor State	The Visitor State Report shows which states produced those customers who had the greatest effect on success metrics such as revenue, orders, checkouts, cart additions, etc.
Visitor Zip/Postal Code	The Visitor ZIP/Postal Codes report shows the zip and postal codes that produced the customers that had the greatest effect on purchase success metrics.

Report Categories

Descriptions of report categories used in the Marketing Cloud.

Ranked Reports

Displays a table with ranked items, using numbers and percentages in metrics. For example, a **Pages Report** ranks the pages on your site based on traffic, and the detail table shows percentages and numbers for metrics like Page Views and Revenue. A horizontal bar chart is the default graph type. Graphs display a color for each metric. Ranked reports can display multiple metrics in a report.

Ranked graphs default to five items, but you can graph up to thirty items in the chart options.

Trended Reports

Lets you examine how conversions and events trend over a selected time granularity (Hour, Day, Week, Month, Quarter, or Year) during a reporting period.

In the graph, the vertical axis displays the tracked items. The horizontal axis displays the time granularity. In the table, you can trend from a specific cell, and launch a full report from the cell. The date or time used is based the cell's value.

You can also select multiple cells and launch a trended report, based on a selected granularity. When you trend from multiple cells, the report columns display data for the entire reporting period.

A **Products Report** is an example of a trended report. You can see how much revenue a product made during the selected period. If your reporting period is a week, you can see how much revenue that product generated for each day of the time period, you can show a trend graph for a specific product on that day, or open a separate trended report for the selection.

Totals Report

An executive-level report that shows bottom-line figures. It contains data for total revenue, page views, and orders. You can segment the report and add additional metrics to view additional data.

Flow Reports

Flow reports show the most common paths users take across pages, site sections, and servers.

Next Flow

The Next Flow report group has three reports: Next Page Flow, Next Section Flow, and Next Server Flow. The reports in this group show you the most common pages, site sections, and servers that a visitor accessed after accessing the page, site section, or server you specify. These reports show you the most common paths taken through your website.

Previous Flow

Previous Flow reports are similar to Next Flow reports, except rather than seeing where visitors when after a selected peg, you see where visitors were before visiting a specified page. The controls for using the report are identical to the controls for the Next Flow reports.

Bookend Pattern Report

Lets you analyze what happens before and after a selected page.

Bookmark URL Length Report

Groups mobile devices based on the maximum supported length, in characters, of a bookmark URL.

Bots Report

Displays which spiders and bots have visited your site during a given time period. Traffic that is identified as being generated by a bot (based on bot rules you set up) is not sent to your report suite. Rather, it is collected separately. The report displays the pages that these agents have visited.

Bots are filtered based on the user agent or IP address. We provide the option to use the IAB/ABCe International Spiders & Bots List to filter bot traffic.

Breakdown Reports

When a certain segment on which you are reporting is important, you might want to know more about it and how it relates to other reports. This is often called *breaking down* a report by another report. A breakdown is the action of integrating two or more correlated items (traffic reports) or two sub-related items (conversion reports).

Two types of breakdowns exist: *correlation* and *subrelation*.

- **Correlation (traffic)**: Correlations are enabled on all traffic reports, which enables you to break down any traffic variable by any other in traffic reports.

  An example of a correlation report is a breakdown of a custom traffic report called Age Group, in which you have gathered site visitors' ages from a survey. This report allows you to see which age group is responsible for the most traffic on your site. However, if you have gone to the trouble of capturing something like the age of a visitor, you might want to know about more than just page views. You can generate a breakdown report about which search engine they use, what keywords they use, or where they are located geographically. You are correlating the age group and the search engine.

  If you break down a correlation report by *Referrer Type*, you might see a data point for *Inside Your Site*. This value indicates a referrer page that is on the *Internal URL Filters* list.

- **Subrelation (conversion)**: These act the same as correlations, allowing you to relate one report to another. However, they are set up a differently on the back end. Instead of choosing two or more reports to hook together,

sub-relations are set up for a single report, which then can either be broken down by everything or only by a few reports.

By default, there are no correlations when you first implement Analytics. However, there are two sets of reports and an additional report that are set up with sub-relations enabled. You can break down these sub-relation reports by every conversion report, because conversion reports have the conversion metrics in them, such as registrations, form completions, sign-ups, orders, revenue, and so on.

Traffic and Conversion Breakdown Differences

You can break down a traffic report into another traffic report. You can break down a conversion report into another conversion report. However, traffic report cannot be broken down by a conversion report.

Traffic report breakdowns are multi-level. Meaning, you can break down up to 20 reports by each other. The only applicable metric for traffic breakdowns is Page View.

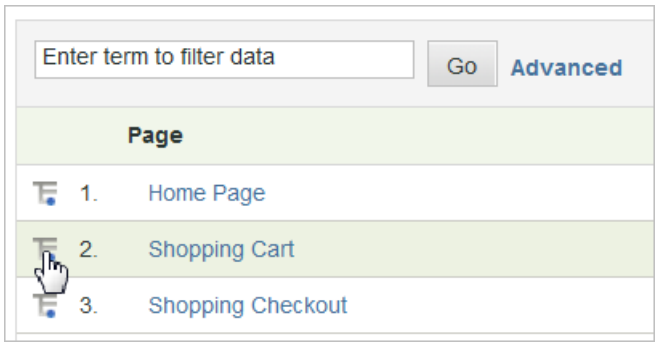
Conversion report breakdowns are single-level. Meaning, you can break down only one conversion report by another. All conversion metrics are applicable to this type of breakdown report.

Break Down a marketing report

Steps that describe how to run a breakdown report.

1. Run a report that supports correlations or subrelations, such as **Site Content** > **Pages**.
2. In the report table, click the **Breakdown By** icon.

   If the **Breakdown By** icon is not visible, the feature is either not available or not enabled.



   The **Breakdown By** menu displays all available correlation and conversion breakdown options available for the current report.

Add a Correlation Filter

Certain reports let you add custom correlation filters. For example, if you are viewing the **Pages Report** for a report suite that has Site Sections correlated with a Women's page, you can create a filter rule that generates a report showing the most popular pages when *Site Sections = Women*.

You can filter the data shown in a correlation report using any available correlation. The example here shows how you add a search engine correlation filter.

To add a correlation filter

1. Run a report that supports correlations.
2. In the report header, click the **Correlation Filter** link.

3. Under **Filter Rule Creator**, select a category to correlate with an item.
4. Click **OK.**

Browser Height Report

Refers to the vertical distance of the data in the browser window only. The toolbars, menus, buttons, and so forth, are all excluded as part of the browser height.

Reports & Analytics uses the browser height and width only from the first hit of a visit. The rest of the hits do not get the attribution for the same visit.

Browser Types Report

Refers to the type of browser being used by the visitor, such as Internet Explorer, Mozilla Firefox, Google Chrome, and so forth.

Browser types that are not yet identified appear as "unspecified".

For example:

Google
Mozilla
Microsoft
Apple
Opera
Unspecified
BlackBerry
UC Web
Other
Nokia

Changes

Date	Change
November 18, 2013	Mobile web browsers were added to the Browser Types Report. Before this date, mobile web browsers were not included on this report.

Browser URL Length Report

Groups mobile devices based on the maximum supported length, in characters, of a Web browser URL.

Browser Width

Metric that refers to the horizontal distance of the data in the browser window only.

Reports & Analytics uses the browser height and width only from the first hit of a visit. The rest of the hits do not get the attribution for the same visit.

Browsers Report

Lists the browser versions used to visit your site as identified by the user agent string.

For example:

Google Chrome 30.0
Mozilla Firefox 25.0
Google Chrome 31.0
Mozilla Firefox 24.0
Microsoft Internet Explorer 8
Microsoft Internet Explorer 9
Microsoft Internet Explorer 10
Safari 7.0
Safari 6.0.5
Safari 6.1
Mozilla Firefox 23.0
Google Chrome 29.0
Mozilla Firefox 17.0
Mozilla Firefox 22.0
Google Chrome 28.0
Mozilla Firefox 21.0
Microsoft Internet Explorer 11
Google Chrome 27.0
Mozilla Firefox 20.0

The Browsers report might contain a browser with an unknown version.

Adobe Analytics uses a lookup table to populate the browsers report. These lookup table entries are version-specific. Therefore, when an organization (such as Mozilla) updates their browser, Analytics doesn't recognize the exact version used. When this event occurs, it specifies the general browser followed with an unknown version. For more information, see *this Knowledge Base article*.

Changes

Date	Change
November 18, 2013	Mobile web browsers were added to the Browsers Report. Before this date, mobile web browsers were reported as "None". After this date, "None" was replaced with specific versions of mobile browsers.

Campaigns Report

Displays information about the effectiveness of your advertising efforts. You can see which types advertising efforts give you the most traffic and which of your employees is responsible for driving those efforts.

These reports are usually customized and thus different for every analyst.

See *Managing Campaigns* in admin help.

Related Reports

Campaign Conversion Funnel

Tracking Codes Report

Creative Element

Campaign Conversion Funnel

Displays averages for metrics in the Campaigns reporting group. Default metrics are Click-throughs, Total Sales, Orders, and Revenue.

Campaigns > **Campaign Conversion Funnel**

The top of a funnel graphic displays conversion data. The bottom displays statistics for all events in the top area, based on Orders and up to two other metrics, Revenue and Units.

Keep in mind the following information when interpreting conversion funnel data:

- Statistics for current time periods might not be completed when you view data, which can affect trends from a previous day to the current one.
- When no filter is applied to the funnel, the Visits metric represents conversion visits, or visits during which the campaign variable, any eVar variable, or a success event was fired. Visits during which none of these properties were passed into reports are not included in this total.
- When a filter is applied to the funnel, the Visits metric represents instances (or click-throughs). This value is the total number of times that the given variable was populated by users on your site, excluding those instances that do not meet the filter requirements. A single visit can involve multiple instances.
- It is possible for deeper levels on the funnel to report higher numbers than shallower levels. For example, you might see more orders than click-throughs, or more checkouts than product views. There are a number of reasons why this situation occurs:
  - You have more orders than click-throughs if the Tracking Code variable is set to a long cookie expiration (for example, a month), and users perform only one click-through but return several times and place orders during the period, before the Tracking Code value expires.
  - You have more checkouts than product views if the user is able to skip the product view page (as in the case of an upsell page), or if the user is able to save his shopping cart and return later to complete the order. If the product view occurs before the date range selected and the checkout occurs afterwards, you will see one checkout and zero product views. If you notice such a discrepancy, it does not indicate a problem with reporting or even an implementation error. Rather, you can use this data to understand how users are interacting with your site, even if it does not fit the funnel in the way that you expect.

Categories Report

Shows how various product categories affect your site's success metrics.

Color Depth Report

Groups mobile device hits by the number of colors supported. The report shows the total number of visitors to your site who used a mobile device, and breaks them into groups based on the number of colors configured in their mobile devices. For example, if your visitor's mobile phone supports 24 colors, then the report increments the line item corresponding to 24 colors.

Complete Path

Set of pathing reports that let you view such metrics as path length, longest path, full path, and so forth.

Connection Types Report

Displays metrics for Internet connection speed, for example, modem, LAN, mobile traffic, and so forth.

Content Types Report

Displays metric data for content types, including video, product, articles, and so on.

Conversion Reports

Provide comprehensive, accurate, and detailed analysis of customer activity. Metrics such as campaign management, sales cycle, customer fallout, and customer conversion let you measure e-commerce transactions, sources of sales, advertising effectiveness, customer loyalty, and more.

For example, if you want to see what type of internal campaigns on your home page might result in purchases, you first must capture the internal tracking codes and set persistence to a period of one visit for the *s.eVar* that captures internal campaigns. When a success event is completed (like purchase), the credit for that success is given to any Conversion Variables that are persistent on the visitor, such as Internal Campaign ID. By running the **Internal Campaign Report**, you can see which campaign generated the most onsite conversion.

Some out-of-the-box reports contain both Traffic and Conversion metrics (such as the **Search Engine** reports). However, **Traffic** and **Conversion** reports are unique to your organization and are displayed in the **Traffic** and **Conversion** menus.

Report Properties

- **Custom Conversion** reports are based on eVars (conversion variables).
- Conversion variables can persist beyond the page view and be associated with metrics within its specified expiration.
- The reports' default metrics are revenue. To change default metrics, see *Selecting Default Report Metrics*.
- View these reports in both trended and ranked formats.
- You can use SAINT Classifications in these reports, to rename and consolidate line items.
- These reports can be broken down by the following if basic subrelations are enabled:

  - Campaigns and Products, with all related classifications
  - Customer Loyalty
  - All fully-subrelated eVars
- Additional reports are available to break down when full subrelations are enabled:
  - Time Spent per Visit
  - Pages and Site Sections, with all related classifications
  - Entry Pages
  - Almost all Traffic Sources reports
  - Visit Number
  - Many Visitor Profile and Technology reports
  - All other eVars
  - Marketing Channels First and Last Touch
- The following events can be used as metrics:
  - Instances, the number of times the eVar was defined
  - All standard eCommerce metrics: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, Cart Removals.
  - All custom events: Events 1-80, and Events 81-100 if on H22 code or higher
  - Visits and Visitors: Available depending on organization and report suite. Contact your Account Manager for additional details
- The location of each **Custom Conversion** report varies depending on the eVar's numeric assigned value. Generally they can be found under **Conversion** > **Custom Evars** in version 13.5 or the **Custom Conversion** folder in version 14 and 15 (provided the menu is not customized).

Conversion Funnel Reports

Conversion ratios usually measure conversion between the starting, ending, and milestone events or points of a conversion process. After you code the success events onto your site, the report creates the ratios between these different success events and show them in a **Conversion Funnel Report**.

The following funnel reports available:

- **Purchase Conversion Funnel**: Shows Visits (Report-Specific), Carts, Orders, Units, and Revenue.
- **Cart Conversion Funnel**: Displays Visits (Report-Specific), Carts, Checkouts, Orders, and Revenue.
- **Custom Event Funnel**: Displays custom events on your site. It shows custom events 1-5 by default.
- **Campaign Conversion Funnel**: Shows Click-Throughs, Checkouts, Orders, and Revenue.

This report is also customizable so that you can add Custom Conversion Events to the Conversion Funnel to see if visitors to your site make it from one step to the next. Success events are good candidates for this type of analysis if they almost always occur in a specific order. For example, on a retail site, success events generally occur in this order:

1. Product Views

2. Cart Additions

3. Checkouts

4. Purchases

The report table shows statistics for average sales per click-through, and average units sold per click-through. You can add metrics and custom events from other reporting groups to these reports. These funnels have many similarities but are based on different variables and events. You can use these reports to see what percentages and general

trends of users fire specific events you specify. You can see where users are not following through to events, which provides insight to that specific point in the conversion process.

Note: *Instances in the context of these reports equates to the total number of visits where an eVar or event was defined.*

Conversions and Averages Report

Displays revenue based on specified events, and shows drop-out average from event to event.

Cross-Sell Report

Displays the relationship between products in the same product string. For example, if a visitor purchased Item A, what other products were also in the cart at the time of purchase.

Custom Events Report

The conversion actions on your site that you want visitors to complete. These actions might be a registration, a subscription, a lead form completion, a chat initiation, a purchase, a booking, or a finished survey.

Because each report suite differs, this set of reports is used differently for each client. A Custom Event report can be used as a counter that shows the number of times an event occurs. For example, if **event1** is set to count the number of times a document is downloaded, then the Custom Event report for Event 1 shows the total number of times the event (or download) occurs. You can have multiple custom event reports.

Custom Insight Report

The set of reports that are related to the group of custom traffic variables (prop variables). Each prop report is a separate custom insight report.

Custom Links Report

Displays the links visitors to your site prefer. For example, the home page for your site likely has multiple links that display the same page. Perhaps there is both a graphic and text link that both link to the same page. This report shows what percentage of visitors used the graphic link versus the text link.

The specific links that you would like to be tracked must be modified with special tags, see *Link Tracking*.

You can use the **Custom Links Report** to:

- Optimize your site design by knowing which types of links your visitors prefer
- Validate the need for redundant links to single pages

Mobile SDK Link Names

The *mobile SDKs* use custom links to track actions and lifecycle metrics. In report suites that are used to measure mobile apps, you might see the following link names set by the SDK:

ADBINTERNAL:Lifecycle	Sent by the lifecycle call in the 4.x SDKs.

AMACTION:[action name]	Sent by the trackAction() method in the 4.x SDKs, where action name is the name set when the method was called.
ADMS BP Event	Sent by the lifecycle call in the 3.x SDKs.

Customer Attributes Report

An Analytics FAQ for customer attributes, and how to run the Customer Attributes report.

Visitor Profile > **Customer Attributes**

If you capture enterprise customer data in a customer relationship management (CRM) database, you can upload the data into a customer attribute data source in the Marketing Cloud. After the data is uploaded, you can run the Customer Attributes report in reports & analytics.

- *Customer Attributes and Reporting Metrics in Analytics*
- *FAQ - Customer Attributes in Analytics*

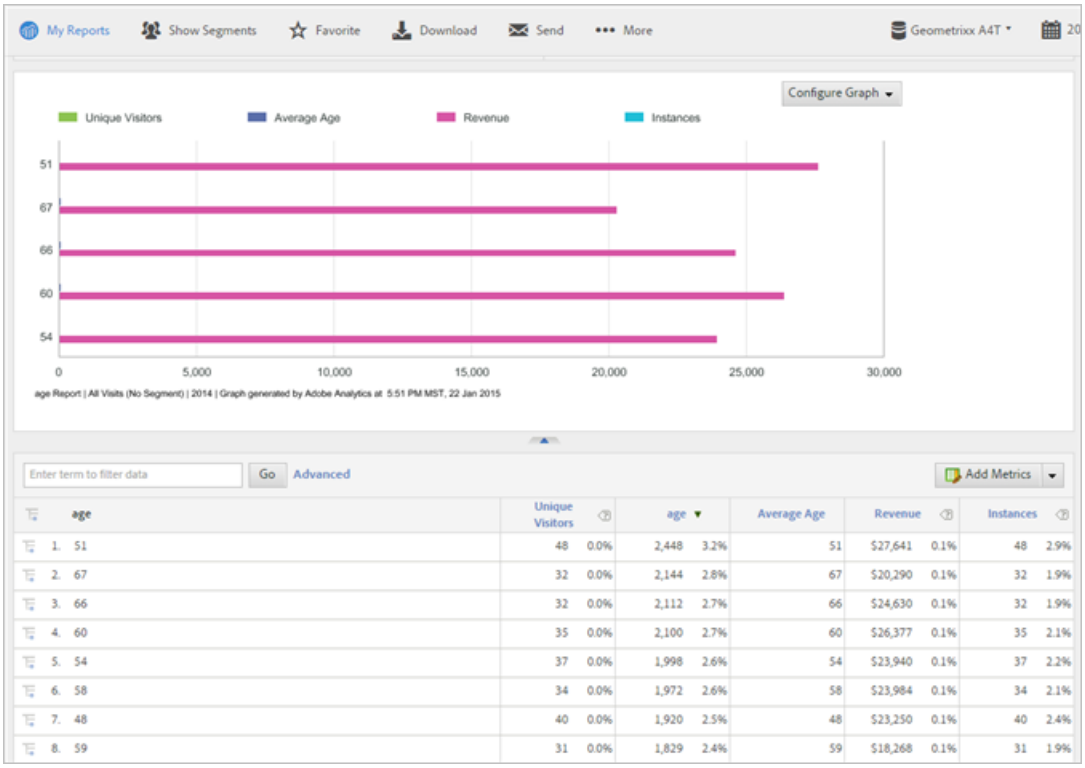
See *Customer Attributes* in Marketing Cloud help for information about uploading customer attribute data.

Customer Attributes and Reporting Metrics in Analytics

After you upload customer attributes and validate the schema (in the Marketing Cloud), the system creates metrics based on the friendly names (like *age* or *gender*) that you map to the attribute strings and integers. These metrics appear in **Visitor Profile** > **Customer Attributes** reports.

For example:

Visitor Profile > **Customer Attributes** > **Age**

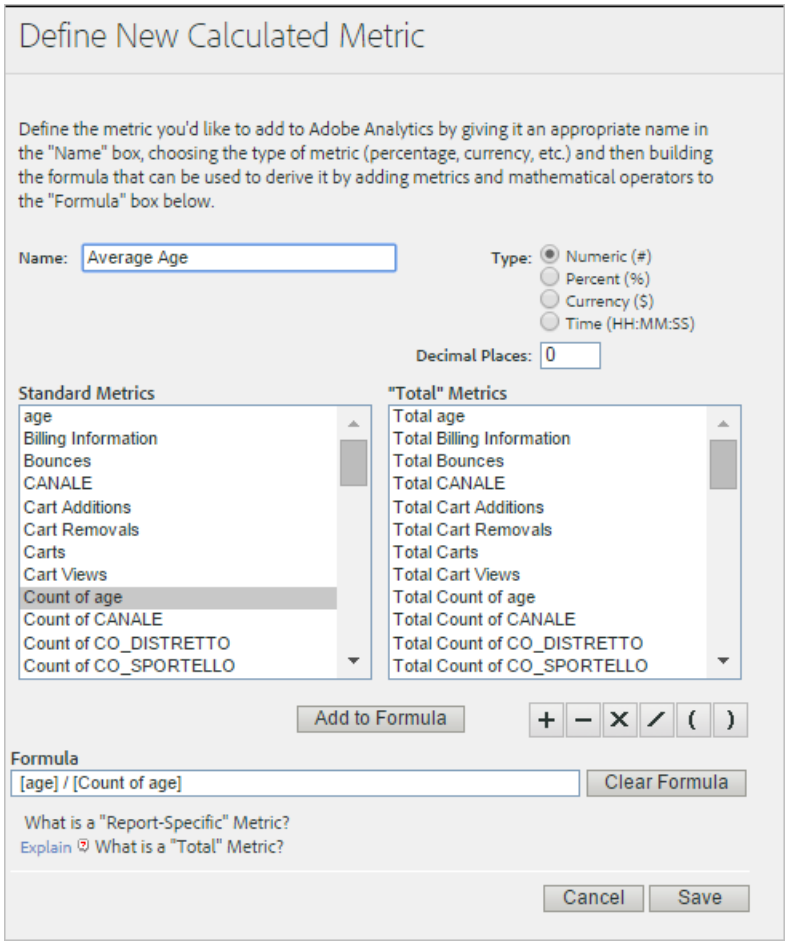


Example - Age Metrics

If you specify a string as *age*, the system creates the following metrics and dimensions:

- Age dimension: Lets you run a report based on the Age attribute.
- Age metric: A metric you can add to a report, such as a Unique Visitors report.
- Count of Age metric: Lets you understand, for example, if visitors specified an *age* value on a form.

Because metrics are sums in a report table, you should *create a calculated metric* that tells you the average age. The formula for this metric is `Age / Count of Age`, as shown below:


Define New Calculated Metric
Define the metric you'd like to add to Adobe Analytics by giving it an appropriate name in the "Name" box, choosing the type of metric (percentage, currency, etc.) and then building the formula that can be used to derive it by adding metrics and mathematical operators to the "Formula" box below.
Name: Average Age
Type: Numeric (#) Percent (%) Currency ($) Time (HH:MM:SS)
Decimal Places: 0
Standard Metrics
age
Billing Information
Bounces
CANALE
Cart Additions
Cart Removals
Carts
Cart Views
Count of age
Count of CANALE
Count of CO_DISTRETTO
Count of CO_SPORTELLO
"Total" Metrics
Total age
Total Billing Information
Total Bounces
Total CANALE
Total Cart Additions
Total Cart Removals
Total Carts
Total Cart Views
Total Count of age
Total Count of CANALE
Total Count of CO_DISTRETTO
Total Count of CO_SPORTELLO
Add to Formula
+ − × / ( )
Formula
[age] / [Count of age]
Clear Formula
What is a "Report-Specific" Metric?
Explain What is a "Total" Metric?
Cancel
Save

FAQ - Customer Attributes in Analytics

Question	Answer
Why is it preferable to use the Marketing Cloud ID service to set the Customer ID instead of populating the Customer ID in a prop or eVar?	Using the Marketing Cloud ID service offers a number of benefits: • If you do not set the Customer ID with the Marketing Cloud ID service, the customer records are available only to Adobe Analytics. If you want to use the customer records for real-time targeting, you must use the Marketing Cloud ID service. • Using the Marketing Cloud ID service to set the Customer ID reduces the time it takes to synchronize IDs with the Marketing Cloud. If you put the Customer ID in a prop or eVar, the Customer IDs are sent to the Marketing Cloud via back-end server synchronization that occurs in

Question	Answer
	batches. The Marketing Cloud ID service synchronizes the Customer ID with the Marketing Cloud immediately. • Using the Marketing Cloud ID service instead of a prop or eVar frees up that prop or eVar for other uses. • We need to test the Marketing Cloud ID service with customer attributes during the beta test to ensure it will work properly, so we would appreciate your help in testing it where feasible.
If I am already storing a customer ID in a prop or eVar, why would I use this new functionality instead of classifying my prop or eVar with CRM attributes?	Props and eVars are subject to Uniques Exceeded limitations. Using this new beta functionality you can bring in attribute data for an unlimited number of customer IDs. Also, using the prop/eVar approach limits the CRM information to Analytics.
How will my CRM attributes appear in Adobe Analytics?	CRM attributes will be manifest in reports & analytics, ad hoc analysis, the reporting API, and report builder. Text attributes will appear as reports/dimensions. Numeric attributes will appear as both dimensions and metrics.
Will the CRM data be available in data warehouse and in data feeds?	The CRM data will not be available in data warehouse or data feeds as a part of this beta or the initial release. These will be added at a later time.

Customer Loyalty Report

The **Customer Loyalty Report** reveals purchasing patterns of customers.

The report displays purchasing patterns of customers based on three categories of loyalty:

• New Customer
• Return Customer
• Loyal Customer

Although non-purchase metrics are viewable in this report (such as custom events, shopping cart events, and so on), the categories are always based on the number of orders placed. For example, a visitor might add a custom event named Internal Searches to the report. The **Return Customer** line item would show the number of internal searches performed by visitors who have made two purchases previously, not the number of visitors who have made two internal searches.

Customer Loyalty Processing

The following tables define how the Marketing Cloud currently processes Customer Loyalty:

Version 15 and Ad hoc analysis Customer Loyalty	
New Customer	1 visit and 1 purchase
Return Customer	More than 1 visit and 2 purchases
Loyal Customer	More than 1 visit and 3+ purchases

The loyalty state changes after the end of the visit where a purchase event occurs. For example, a New Customer (1 purchase) makes a purchase and then registers for a newsletter after that purchase within the same visit. The newsletter registration event is still considered a New Customer interaction, because the visitor's Customer Loyalty state will not change until the next visit.

version 14 Customer Loyalty (Current)	
New Customer	1 visit and 1 purchase
Return Customer	More than 1 visit and 2 purchases
Loyal Customer	More than 1 visit and 3+ purchases

The loyalty state changes immediately following the purchase event within the same visit. For example, a New Customer (1 purchase) makes a purchase and then registers for a newsletter after that purchase within the same visit. The newsletter registration event is considered a Return Customer interaction, because the visitor's customer loyalty state changed immediately after the purchase occurred.

Custom Report

Administrators can configure a report with specific metrics and a specific date range, and then save it to the report menus for everyone to use.

Custom reports can bring increased value to you as an analyst. If you see reports in your SiteCatalyst interface that don't match someone else's (such as in Training), your administrator may have set up some of these custom reports.

Additionally, you can save reports that are important to you. These reports are called bookmarks. You can also put several reports onto one canvas to get a quick look at your most important reports. These are called dashboards and are also user-specific. The interface displays a bar above the graph listing your bookmarks and dashboards.

See *Bookmarks* and *Dashboards and Reportlets* for more information.

Custom Traffic Report

Custom Traffic reports allow each organization to report on additional dimensions that are not implemented by default. Custom Traffic reports can be used in several ways, most commonly to measure traffic and pathing.

Properties of Custom Traffic Reports

- Custom Traffic reports are based solely off of *props* (traffic variables).
- The reports' default metric is page views (or instances in version 15). version 14 page views and version 15 instances are identical, in that they count the total number of times that variable was defined. Version 15 page views only count the number of *s.t()* image requests (excluding *s.tl()* requests).
- Only page views are available as metrics by default in version 14. Visits can be enabled by an Adobe representative if requested.
- Pathing can be enabled if it is included in your organization's contract and is requested by a supported user. When pathing is enabled for a traffic variable, the following metrics are available:
- • Average Page Depth
  - Average Time Spent
  - Entries
  - Exits
  - Reloads
  - Single Access

  - Visits
- You can use participation metrics in traffic reports. This usage must be requested and included in your organization's contract.
- If your organization is on version 14, Daily, Weekly, Monthly and Quarterly unique visitors can also be enabled as metrics by request depending on contract. These are enabled by default if your organization is on Version 15.
- These reports can be viewed in both trended and ranked formats.
- Search filters can be used to locate specific line items.
- Classifications can be used in these reports, allowing you to rename and consolidate line items.
- Correlations can be enabled for any of these reports, allowing you to see relationships between other traffic variables.
- The location of each Custom Traffic report varies depending on the prop's numeric assigned value. Generally they can be found under **Traffic** or **Custom Traffic** folder).

Daily Return Visits Report

Report that displays the number of visitors to your website more than once on a given day. A day is defined as the last 24-hour period.

Days Before First Purchase Report

Displays the number of days that pass between the first time customers visit your site and when they finally make a purchase.

For example, if a visitor purchases one day after first visiting, then any visit or event will display on the *1 day* line item in the report, for the remainder of the visitor's cookie life.

Days Before Last Purchase Report

Displayd the most common number of days that pass between customers' repeat purchases and allows you to view the time periods that contributed most to your site's key success metrics, such as revenue and orders.

Daily Return Visits Report

Report that displays the number of visitors to your website more than once on a given day. A day is defined as the last 24-hour period.

Designated Market Area Report

DMA. Segregates the United States into marketing areas. Internet Service Providers (ISPs) in each market area supply the American Registry of Internet Names (ARIN) with the IP addresses they use. Adobe partners with Digital Envoy to receive geo- segmentation data that matches the IP address a website visitor uses with the geographic city, state, zip code, and DMA for that IP address.

Device Number Transit Report

Groups mobile devices based on whether Device Number Transmit is supported. The report also includes an Unknown group for those devices where Device Number Transmit support cannot be determined.

Device Types Report

Groups mobile devices into mobile phones, tablets, e-readers, gaming consoles, televisions, set-top boxes, media players and other high-level categories to let you see the distribution between mobile device types.

This dimension is also useful to define segments for phone and tablet users by segmenting where Mobile Device Type equals "device type".

Dynamic Device Data

This report uses dynamic device data that is continually being updated as new devices are released and identified. For example, a new tablet that is released during the current month might be misidentified since it doesn't yet exist in the device database. When the device database is updated with the new device, any changes as a result are applied to all reporting dates. Therefore, you might see slight variations on this report for historical dates over time. As a general rule, the most current report will have the most accurate data for any reporting period.

The data for this report is populated using the visitor's user agent string.

Devices Report

Displays a detailed list of the mobile devices used to access your site.

Non-mobile traffic is listed on this report so you can quickly compare the percentage of traffic from mobile and non-mobile devices.

You can use this dimension to create segments for mobile and non-mobile traffic by including hits where Mobile Device exists (all mobile traffic) or does not exist (all non-mobile traffic).

Dynamic Device Data

This report uses dynamic device data that is continually being updated as new devices are released and identified. For example, a new tablet that is released during the current month might be misidentified since it doesn't yet exist in the device database. When the device database is updated with the new device, any changes as a result are applied to all reporting dates. Therefore, you might see slight variations on this report for historical dates over time. As a general rule, the most current report will have the most accurate data for any reporting period.

DRM Report

Groups mobile devices based on the type of Digital Rights Management (DRM) they support. DRM groups include *Forward Lock*, *Combined Delivery*, *Separate Delivery*, and *Unknown*.

Entries and Exits Reports

The Entry Page report shows you, by percentage and by total visits, which pages on your site are the first ones seen by new visits.

You can view:

- **Entry Pages** (or sections): Displays, by percentage and by total visits, which pages on your site are the first pages seen by a new visit. You can use this report to identify which of your web pages are the most frequent points of entry, optimize the primary entry points on your site, and drive entry traffic to your key messages.

A useful way to use the Page View metric is to run a **Paths** > **Pages** > **Pages Entry** report, sort by it, and see which entry pages drive the most page views.

- **Original Entry Pages**: Shows the first page viewed for first-time visitors to your site. Each user is counted only once unless they delete their cookies or are not being tracked with cookies.
- **Single Page Visits**: Shows pages that are most often both the entry and exit pages for visitor browsing sessions.
- **Exit Pages**: Displays, by percentage and by total visits, the pages on your site that were the last pages visitors viewed before leaving your site. Exit pages have a visit breakdown scope, meaning they persist across all hits for a visit.

Metrics on an Entry Pages Report

- **Entries**: same as instances or occurrences, how many times the specified page is the entry page for a visit.
- **Visits**: how many visits was this page the entry page, this metric should equal entries.
- **Exits**: Number of times an Exit occurred where the Entry page was the one specified. If you want to see the number of times the entry page was also the exit page, use the Bounces metric instead of exits.

Segmentation in an Entry Pages Report

Running an **Entry Pages Report** only reports on entry pages, even if you apply segment to a non-entry page.

For example, assume a visit sequence is as follows:

`Page A > Page B > Page C`

If Page B and Page C are used in a segment, only Page A is reported in an **Entry Pages Report**, because Page A is the entry page.

Exit Links Report

Shows the most common links people are clicking on that lead to places outside your site. These links typically point to partner or affiliate sites. However, they can be any location where you have implemented an external link. You can use this report to view the most popular affiliate links, or to assist in validating the number of referrals that your partners' state you provide.

There are several requirements that must be met in order for this page to populate correctly:

- If using manual custom link tracking, an *s.tl()* request must be fired with the middle parameter set to *e*.
- If using automatic custom link tracking, all requirements must be met:
- • *s.trackExternalLinks* must be set to *true*.
  - The link the user clicked on must not match any values within the *s.linkInternalFilters* variable.
  - If *s.linkInternalFilters* is implemented, the external link must match at least one of the values set in this variable.
- If any of the above requirements are not met, the hit will not populate this report.
-
- As with all custom link tracking hits, the *s.pageName* variable is stripped from the image request to prevent page-view inflation.
- You can view this report in trended and ranked formats.
- This report can use a search filter to locate specific line items.
- You can create *correlations* with any other traffic variable via Admin Tools.
- *Instances* are the only metrics available by default within this report, counting the number of times the exit link fired.

- Daily, weekly, monthly and quarterly visitors can be enabled for this report. However, only an Adobe representative can enable these, at an additional cost. Enabling unique visitors for any custom link tracking variables greatly increases latency for the report suite.

Fallout Report

Shows where visitors leave (fallout) and continue through (fallthrough) a pre-specified sequence of pages. It displays conversion and fallout rates between each step. For example, you can track a visitor's fallout points during a buying process. You select a beginning point and a conclusion point, and add intermediate points to create a website navigation path.

This report is useful to analyze:

- Conversion rates through specific processes on your site (such as a purchase or registration process).
- General, wider-scope traffic flows: Of the people who saw the home page, this flow shows how many went on to perform a search, and then how many of them eventually went on to look at a specific item.
- Correlations between events on your site. Correlations show what percentage of people who looked at your privacy policy went on to purchase a product.

Reports and Analytics

See *Running a Fallout Report* in Help for configuration information.

Ad Hoc Analysis

Analyze fallout data at the Visit or Visitor level. You can also see a trended path that shows you a graph of your fallout over a specific period. You can set single or groups of pages as the report checkpoints, or add any dimension or metric in any combination or sequence. You can also use categories that you configure in marketing reports as checkpoints in this report.

See *Fallout Report* in Help for configuration information.

File Downloads Report

The **File Downloads Report** helps you understand how often your visitors download files from your site. Examples of file downloads may be word processor documents, spreadsheets, audio files, movie files, user manuals, and so on. This includes both files being saved and opened directly from the browser, as well as files saved to the user's computer. The report shows the name of the file being downloaded, including the complete URL required to access the file.

Navigation

Site Content > **Links** > **File Downloads**

If this report is not available in the default location, please check with your administrators, who may have changed the default menu structure to better serve your organization's unique needs.

Use this report to:

- Determine the files that are downloaded most frequently from your site.
- Understand if certain files are downloaded more often during specific time periods.
- Validate that all formats for a given document are required.

  For example, perhaps you are currently translating your user manuals into twelve languages and making them available via your Web site. With file download reporting, you can know how often each user manual version is downloaded and can assess the value of continuing to translate the user manual into all twelve languages.

Troubleshooting

Marketing reports capture information on files downloaded from any page of your site that contains JavaScript code. However, certain variables must be present and set correctly so that file download information can be reported. If this report is not displaying data, or does not show the expected values, follow the steps below to validate your implementation.

1. On your site, locate the global JavaScript file. This is frequently named `s_code.js`, but may have been renamed. If it has been renamed, you can search the JavaScript files on your site for the value *s_account*, which is a part of the JavaScript code.
2. In the file, locate the *s.trackDownloadLinks* variable. Ensure that it is set to *true*
3. Locate the *s.linkDownloadFileTypes* variable. Ensure that all of the desired file extensions are present in this list. If necessary, add missing extensions like `.zip`, `.pdf`, and so on.)

If these variables appear to be configured correctly, but the **File Downloads Report** still is not receiving data, your organization's supported users should contact Customer Care.

Finding Methods Report

Reports that receive credit for conversion success events. For example, if a search engine refers a visitor to your site who makes a purchase, Finding Methods specify how the search engine receives credit for the referral.

See *Finding Methods* for configuration information.

Flow Reports

Flow reports show the most common paths users take across pages, site sections, and servers.

Next Flow

The Next Flow report group has three reports: Next Page Flow, Next Section Flow, and Next Server Flow. The reports in this group show you the most common pages, site sections, and servers that a visitor accessed after accessing the page, site section, or server you specify. These reports show you the most common paths taken through your website.

Previous Flow

Previous Flow reports are similar to Next Flow reports, except rather than seeing where visitors when after a selected peg, you see where visitors were before visiting a specified page. The controls for using the report are identical to the controls for the Next Flow reports.

Full Paths Report

Displays the entire visit path through a web site that visitors most commonly take.

GeoSegmentation Reports

Displays data about visitor location. GeoSegmentation reports include Countries, Regions, Cities, U.S. States, and U.S. DMA (digital marketing area).

All metrics that are available to you elsewhere in Reports & Analytics are automatically included in the Countries, Regions, Cities, U.S. States, and DMA reports: conversion and visit-based metrics as well as calculated metrics. For more information, see this Adobe *blog* post.

Report	Description
Countries	The largest geographic division. In addition to the standard Ranked and Trended views available on most reports, there is also a *Map view* that color-codes the countries according to their relative contribution to your total traffic.
Regions	A geographic area that is smaller than a country but larger than a city. In some countries, a region is a state, province, or prefecture. In other areas, it is a constituent country, department, or metropolitan region. To the right of each region shown, the country of the region is also shown in parentheses. In the table detail, click Run a Cities Report for this Region (the magnifying glass) to run a report that shows how the cities in a selected region performed compared to other cities in the region. See *GeoSegmentation Regions and Postal Code usage by Country* to see which countries use regions.
Cities	The smallest geographic division.
U.S. States	A heat map showing visitors to each state of the United States.
U.S. DMA	(Digital marketing area) Media market divisions for radio and television throughout the United States. You can filter the report to show only marketing areas within a particular state. This data is provided via a partnership between Adobe and Nielsen Media Research, Inc. ***Note:*** *The Unspecified entry in the U.S. DMA report indicates visitors that could not be associated with a specific DMA.*
Report Accuracy	Adobe has partnered with Digital Envoy, a leading provider of IP intelligence and authentication solutions, to offer GeoSegmentation, a geographical measurement capability based on end users' IP addresses. While accuracy based on individual data sets may vary, generally Digital Envoy offers over 99% accuracy at the country level, over 97% accuracy at the region level, and over 90% accuracy at the city level. ***Note:*** *These numbers assume that the setting to remove the last octet of the IP address is NOT enabled.* IP addresses are mapped to postal codes, and each city is defined by the postal codes that the “local authority” defines as part of that city. For example, Berlin’s suburbs are not included in the definition of Berlin, but each town/city is listed separately, assuming the IP addresses can be mapped accurately to a postal code in one of those towns. Some factors which may influence GeoSegmentation data include:

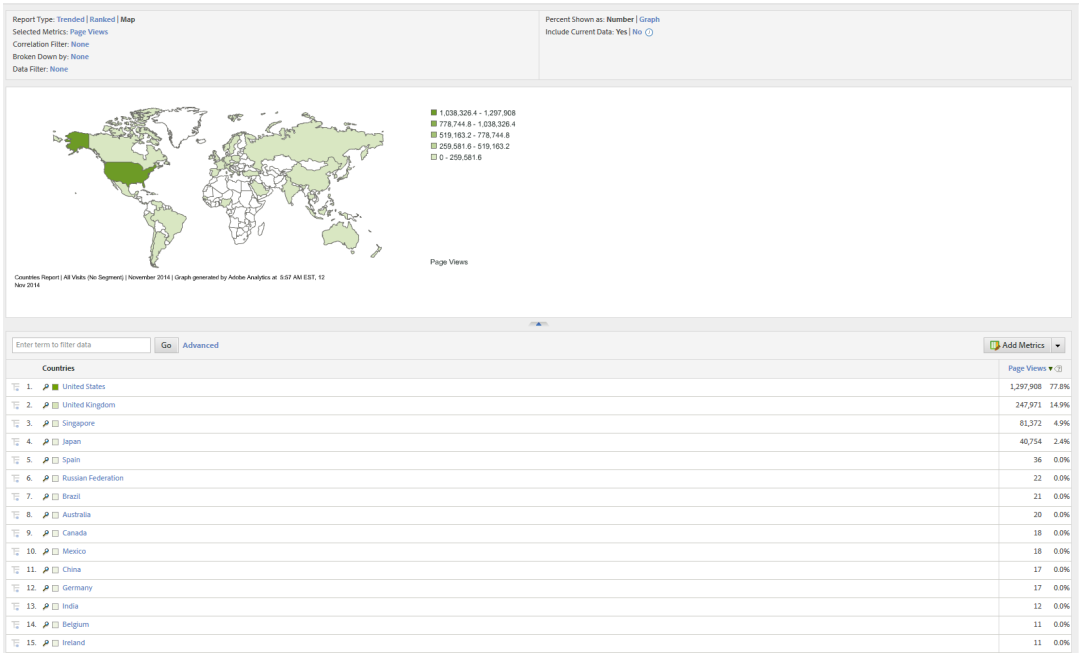
Report	Description
	• IP addresses that represent corporate proxies. These can appear as traffic coming through the user's corporate network, which may actually be a different location if the user is working remotely. • Mobile IP addresses. Mobile IP targeting works at varying levels depending on the location and the network. A number of carriers backhaul IP traffic through centralized or regional POPs. • IP addresses belonging to users of satellite ISPs. Identifying the specific location of these users is difficult, as they usually appear to come from the location of the uplink. • Military and government IPs. This often represents personnel traveling around the globe and entering through their home location, rather than the base or office where they are currently stationed.

Map View

The Map report type is available in addition to the Trended and Ranked report types. The Map view color codes countries according to their relative contribution to your highest-value line item.

The legend, visible to the right of the Map view, specifies ranges which are calculated in increments of 5th's of your top line item (first 1/5th, second 1/5th, etc). The darker the color, the greater the number of daily unique visitors from that country that are visiting your site.

Only one metric is used when you are in the Map view (more are available in the ranked/trended view).


Report Type: Trended | Ranked | Map
Selected Metrics: Page Views
Correlation Filter: None
Broken Down by: None
Data Filter: None
Percent Shown as: Number | Graph
Include Current Data: Yes | No
1,038,326.4 - 1,297,908
778,744.8 - 1,038,326.4
519,163.2 - 778,744.8
259,581.6 - 519,163.2
0 - 259,581.6
Page Views
Countries Report | All Visits (No Segment) | November 2014 | Graph generated by Adobe Analytics at 6:57 AM EST, 12 Nov 2014
Enter term to filter data
Go
Advanced
Add Metrics
Countries
Page Views
1. United States 1,297,908 77.8%
2. United Kingdom 247,971 14.9%
3. Singapore 81,372 4.9%
4. Japan 40,754 2.4%
5. Spain 36 0.0%
6. Russian Federation 22 0.0%
7. Brazil 21 0.0%
8. Australia 20 0.0%
9. Canada 18 0.0%
10. Mexico 18 0.0%
11. China 17 0.0%
12. Germany 17 0.0%
13. India 12 0.0%
14. Belgium 11 0.0%
15. Ireland 11 0.0%

GeoSegmentation Regions and Postal Code usage by Country

The following table lists whether the country has regions or postal codes, which indicates whether we will populate the regions or zip codes report.

Yes indicates that the report is populated for that country, No means the report is not populated.

Country Name	Has Regions	Uses Postal Codes
unknown	No	Yes
aruba	No	No
afghanistan	Yes	Yes
angola	Yes	No
anguilla	No	Yes
aland islands	No	Yes
albania	Yes	Yes
andorra	Yes	Yes
netherlands antilles	No	No
united arab emirates	Yes	No
argentina	Yes	Yes
armenia	Yes	Yes
asia (unknown country)	No	Yes
american samoa	No	Yes
antarctica	No	Yes
french southern territories	No	Yes
antigua and barbuda	Yes	No
australia	Yes	Yes
austria	Yes	Yes
azerbaijan	Yes	Yes
burundi	Yes	No
belgium	Yes	Yes
benin	Yes	No
bonaire/sint eustatius/saba	Yes	Yes
burkina faso	Yes	No
bangladesh	Yes	Yes
bulgaria	Yes	Yes
bahrain	Yes	No
bahamas	Yes	No
bosnia and herzegowina	Yes	Yes
saint barthelemy	No	Yes
belarus	Yes	Yes
belize	Yes	No

bermuda	No	Yes
bolivia	Yes	No
brazil	Yes	Yes
barbados	Yes	Yes
brunei darussalam	Yes	Yes
bhutan	Yes	No
bouvet island	No	Yes
botswana	Yes	No
central african republic	Yes	No
canada	Yes	Yes
cocos (keeling) islands	No	Yes
switzerland	Yes	Yes
chile	Yes	Yes
china	Yes	Yes
cote d ivoire	Yes	No
cameroon	Yes	No
congo the democratic rep of	Yes	No
congo	Yes	No
cook islands	No	No
colombia	Yes	No
comoros	Yes	No
cape verde	Yes	Yes
costa rica	Yes	Yes
cuba	Yes	Yes
curacao	No	Yes
christmas island	No	Yes
cayman islands	No	Yes
cyprus	Yes	Yes
czech republic	Yes	Yes
germany	Yes	Yes
djibouti	Yes	No
dominica	Yes	No
denmark	Yes	Yes
dominican republic	Yes	Yes
algeria	Yes	Yes

ecuador	Yes	Yes
egypt	Yes	Yes
eritrea	Yes	No
western sahara	No	Yes
spain	Yes	Yes
estonia	Yes	Yes
ethiopia	Yes	No
europe (unknown country)	No	Yes
finland	Yes	Yes
fiji	Yes	No
falkland islands (malvinas)	No	Yes
france	Yes	Yes
faroe islands	No	Yes
micronesia	Yes	Yes
gabon	Yes	No
united kingdom	Yes	Yes
georgia	Yes	Yes
guernsey	No	Yes
ghana	Yes	No
gibraltar	No	Yes
guinea	Yes	No
guadeloupe	No	Yes
gambia	Yes	No
guinea-bissau	Yes	Yes
equatorial guinea	Yes	No
greece	Yes	Yes
grenada	Yes	No
greenland	Yes	Yes
guatemala	Yes	Yes
french guiana	No	Yes
guam	No	Yes
guyana	Yes	No
hong kong	No	No
heard and mc donald islands	No	Yes
honduras	Yes	No

croatia	Yes	Yes
haiti	Yes	Yes
hungary	Yes	Yes
indonesia	Yes	Yes
isle of man	No	Yes
india	Yes	Yes
british indian ocean territory	No	Yes
ireland	Yes	Yes
iran (islamic republic of)	Yes	Yes
iraq	Yes	Yes
iceland	Yes	Yes
israel	Yes	Yes
italy	Yes	Yes
jamaica	Yes	Yes
jersey	No	Yes
jordan	Yes	Yes
japan	Yes	Yes
kazakhstan	Yes	Yes
kenya	Yes	No
kyrgyzstan	Yes	Yes
cambodia	Yes	Yes
kiribati	No	Yes
saint kitts and nevis	Yes	Yes
korea south	Yes	Yes
kuwait	Yes	Yes
lao peoples democratic republic	Yes	Yes
lebanon	Yes	Yes
liberia	Yes	Yes
libyan arab jamahiriya	Yes	No
saint lucia	Yes	Yes
liechtenstein	Yes	Yes
sri lanka	Yes	Yes
lesotho	Yes	Yes
lithuania	Yes	Yes
luxembourg	Yes	Yes

latvia	Yes	Yes
macau	No	No
saint martin	No	Yes
morocco	Yes	Yes
monaco	Yes	Yes
moldova	Yes	Yes
madagascar	Yes	Yes
maldives	Yes	Yes
mexico	Yes	Yes
marshall islands	Yes	Yes
macedonia	Yes	Yes
mali	Yes	Yes
malta	Yes	Yes
myanmar	Yes	Yes
montenegro	Yes	No
mongolia	Yes	Yes
northern mariana islands	No	Yes
mozambique	Yes	Yes
mauritania	Yes	No
montserrat	No	Yes
martinique	No	Yes
mauritius	Yes	No
malawi	Yes	No
malaysia	Yes	Yes
mayotte	No	Yes
namibia	Yes	No
new caledonia	No	Yes
niger	Yes	No
norfolk island	No	Yes
nigeria	Yes	Yes
nicaragua	Yes	Yes
niue	No	No
netherlands	Yes	Yes
norway	Yes	Yes
nepal	Yes	Yes

nauru	Yes	No
new zealand	Yes	Yes
oman	Yes	Yes
pakistan	Yes	Yes
panama	Yes	No
pitcairn	No	Yes
peru	Yes	Yes
philippines	Yes	Yes
palau	Yes	Yes
papua new guinea	Yes	Yes
poland	Yes	Yes
puerto rico	No	Yes
korea north	Yes	No
portugal	Yes	Yes
paraguay	Yes	Yes
palestinian territories	Yes	Yes
french polynesia	No	Yes
qatar	Yes	No
reunion	No	Yes
romania	Yes	Yes
russian federation	Yes	Yes
rwanda	Yes	No
saudi arabia	Yes	Yes
sudan	Yes	Yes
senegal	Yes	No
singapore	Yes	Yes
south georgia / south sandwich isl	No	Yes
st. helena	Yes	Yes
svalbard and jan mayen islands	No	Yes
solomon islands	Yes	Yes
sierra leone	Yes	No
el salvador	Yes	No
san marino	Yes	Yes
somalia	Yes	No
st. pierre and miquelon	No	Yes

serbia	Yes	Yes
south sudan	Yes	Yes
sao tome and principe	Yes	No
suriname	Yes	No
slovakia (slovak republic)	Yes	Yes
slovenia	Yes	Yes
sweden	Yes	Yes
swaziland	Yes	Yes
sint maarten	No	Yes
seychelles	Yes	No
syrian arab republic	Yes	No
turks and caicos islands	No	Yes
chad	Yes	No
togo	Yes	No
thailand	Yes	Yes
tajikistan	Yes	Yes
tokelau	No	Yes
turkmenistan	Yes	Yes
timor-leste	Yes	Yes
tonga	Yes	No
trinidad and tobago	Yes	No
tunisia	Yes	Yes
turkey	Yes	Yes
tuvalu	Yes	No
taiwan	Yes	Yes
tanzania	Yes	No
uganda	Yes	No
ukraine	Yes	Yes
us minor outlying islands	Yes	Yes
uruguay	Yes	Yes
united states	Yes	Yes
uzbekistan	Yes	Yes
holy see (vatican city state)	No	Yes
saint vincent and the grenadines	Yes	Yes
venezuela	Yes	Yes

british virgin islands	No	Yes
us virgin islands	No	Yes
viet nam	Yes	Yes
vanuatu	Yes	No
wallis and futuna islands	No	Yes
samoa	Yes	No
yemen	Yes	No
south africa	Yes	Yes
zambia	Yes	No
zimbabwe	Yes	No

Hierarchy Report

Displays the hierarchical layout of the pages on your website and displays those pages in order based on how they are configured in the *hierN* variable. This report is populated using proper variable configuration that you set for each page that you want to take part in the hierarchy. This report lets you see selected metrics (such as Unique Visitors) for the hierarchy.

By specifying the hierarchy depth (the default is 10 levels), you can view the overall hierarchy, as well as the position and data for specific pages in the selected hierarchy. You can specify names for your hierarchies and, depending on the service level you have purchased, view hierarchies according to Page Views, Visits, or Visitors.

To improve consistency throughout Analytics, the Hierarchy Views metric is being renamed to Page Views, and an Instances metric is now available in the Hierarchy report.

Before August 2015, the Hierarchy Views metric was equivalent to Instances. From 20 August 2015 to 15 October 2015, the Hierarchy Views metric was equivalent to Page Views as a result of a change in the system. Removing the Hierarchy Views metric entirely will ensure that you have a better understanding of the data it represents, because you will be able to use either Page Views or Instances explicitly.

Image Support Report

Groups mobile devices based on the types of images they support. For example, if a visitor's phone that supports `.jpg` images, accesses a site, the Image Support report is incremented by at least one. If the phone supports more than one image format, then a visit to a site might result in multiple increments for that visit. In other words, if your phone supports `.jpg`, `.png`, and `.gif` formats, then each of those groups in the report is incremented. As such, the sum of the groups might be greater than the total shown at the bottom of the report.

Information Services Report

Groups mobile devices based on the news services (Channel I/B, EZ News Flash, W+INFO, and so on.) that they support. When a visitor uses a mobile device with news service support to access your site, the Information Services report increments by at least one. If the phone supports multiple news services, each of those groups in the report increments. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.

JavaScript Report

Shows metrics based on whether the device has JavaScript enabled, disabled, or whether it is counted as "unidentified".

Note: *Mobile devices are always listed as disabled/unidentified, even if they support JavaScript.*

The JavaScript report correspond to the column javascript in the raw data.

javascript is a visit-level field, so it persists the value from the first hit in the visit. The column javascript is based on the first value present in the j_jscript column (like a visit_referrer will only persist the first referrer of the visit).

j_jscript is populated from the parameter j from the Adobe Analytics image request.

Here is an example:

Hit	j_jscript	javascript
1		0
2	1.6	0
3	1.6	0

As a result, it does not matter if you had a javascript version specified at some point in the visit - it will always be displayed as not Javascript because the first hit did not contain any value for j_jscript.

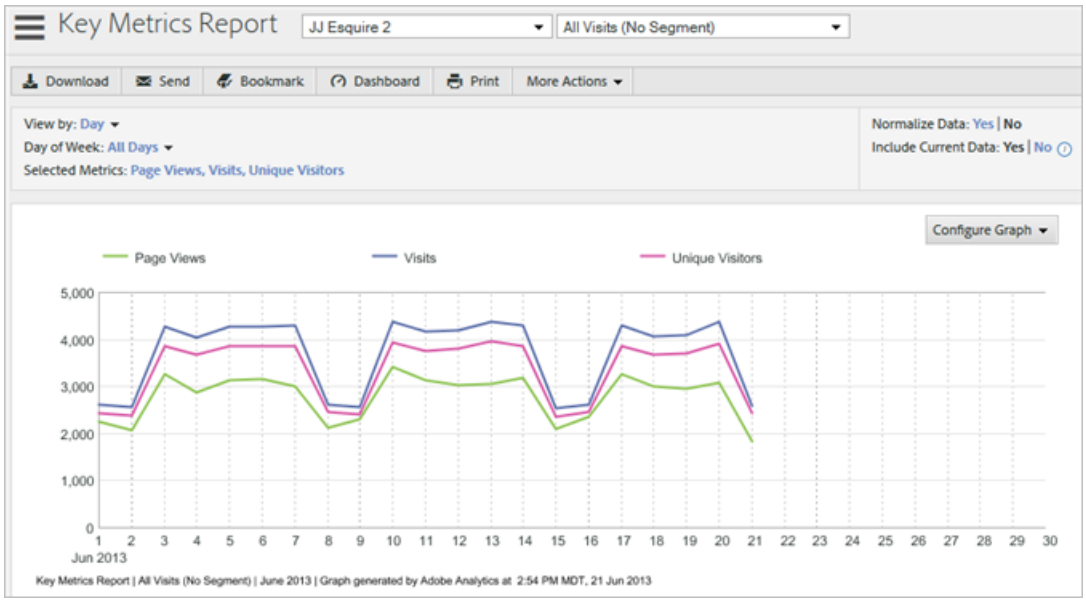
Java Version Report

Groups mobile devices based on the Java version that they support. The Java Version report identifies the Java version by the Java Specification Request (JSR) supported by the device. The report also includes an Unknown group for unidentified mobile operating systems.

You can find out more about a given JSR at the *Java Community Process* website.

Key Metrics Report

The **Key Metrics Report** lets you compare metrics to see whether they trend together. For example, as your page views increase, does your visitor count increase?


Key Metrics Report
JJ Esquire 2
All Visits (No Segment)
Download
Send
Bookmark
Dashboard
Print
More Actions
View by: Day
Day of Week: All Days
Selected Metrics: Page Views, Visits, Unique Visitors
Normalize Data: Yes | No
Include Current Data: Yes | No
Configure Graph
Page Views
Visits
Unique Visitors
5,000
4,000
3,000
2,000
1,000
0
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
Jun 2013
Key Metrics Report | All Visits (No Segment) | June 2013 | Graph generated by Adobe Analytics at 2:54 PM MDT, 21 Jun 2013

Key Visitor Report

Allows you to single out and monitor up to five different visitor groups that visit your web site. Key visitors are defined by the name or IP address of the groups you want to track.

Languages Report

Captures the language setting in the visitor's browser, letting you see the revenue and unique visitors related to the language setting. When you know the effect that preferred languages have on your site's success metrics, you can decide how to present your site in other languages. For example, if you notice that a large number of German-speaking customers generate shopping cart activity on your site, you can translate your site into that language and implement a marketing campaign to drive traffic to your German site.

Visitor Profile > **Languages**

We populate this report based on the accept-language portion of the http header request. The language-accept HTTP header is configured as part of each browser's language preference settings:

http://www.w3.org/International/questions/qa-lang-priorities.en.php

If a browser does not have a language specified, or if the browser returns a language ID=0, the report will show "Unspecified" in the graph. Browser support for this setting can affect the number of "Unspecified" returns.

Some line items in this report include regions. These are region subtags.

Note: *The Hourly time granularity is not supported.*

Last 100 Visitors Report

Displays the IP address and domain of the last 100 visitors to your site.

Links Report

Shows you the links that visitors click when on your website, including links clicked to leave your site, or download links.

Reports include:

- **Exit Links**: Displays links that the user clicked to leave your website. These links include links to partner or affiliate websites.
- **File Downloads**: Displays the files that have been downloaded from your website. These files can be any type of file you want to track, including user manuals, presentations, audio, or video files. This report requires that link tracking code is installed on the site that you are tracking. See the Implementation Guide for more information.
- **Custom Links**: Shows you the links your site visitors prefer, helping you understand the navigation patterns within your site. For example, the Home page for your site likely has multiple links that access the same page. Perhaps there is graphic and text link that both link to the same page. This report shows what percentage of visitors use the graphic link versus the text link. Custom links are specific to your website. The specific links that you want to track must be modified with special tags. For assistance, contact Customer Care.

Longest Path Report

Displays the longest paths taken by visitors to your site during the current time period. You can view the complete path, including each page visited from beginning to end, for the longest paths.

Mail URL Length Report

Groups mobile devices based on the maximum supported length, in characters, of an Email URL.

Manufacturer Report

Groups mobile device hits to your site by mobile device manufacturer. The report displays the type of manufacturer, number of views for each manufacturer, and the corresponding percentages.

Marketing Channel Overview Report

The **Marketing Channel Overview Report** is designed to provide high-level insight on which methods customers get to your site are most effective. Use this report to allocate success metrics and revenue to various channels. You can also see the specific campaigns or keywords within each channel that are most successful. It contains its own unique and intuitive interface, allowing you to view both first and last touch metrics at the same time.

General Properties

- This report is solely dependent upon the Marketing Channel *processing rules*. Changing these rules change how data in this report is calculated.
- The order of processing rules is crucial to how Marketing Channels work. Each hit checks criteria at the top of your processing rules first, then filters down from there.

- This report is made up of two breakdowns: the channels themselves, and their channel details. Clicking the '+' button next to each channel reveals its details.
- Only four metrics can be added to each column. However, you are not limited to the number of columns you can use.
- A small trend line can be seen at the end of the last column. This trend line can cycle between active metrics.
- In addition to various channels collected by standard methods, you can use offline data sources.
- *SAINT Classifications* can be used, allowing you to rename and consolidate line items.
- The following metrics can be used in this report (depending on organization and report suite settings):
  - **Click-throughs**: the number of times the *s.campaign* variable is defined.
  - *New Engagements*: the number of visitors who have received a new First Touch Channel.
  - All standard eCommerce metrics: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, Cart Removals.
  - All custom events: Events 1-80, and Events 81-100 if on H22 code or higher.
  - **Visits** and **Visitors**: requires Commerce Visits and Visitors, which is dependent on organization and report suite. Contact your Account Manager for additional details.
  - **Budget** and **Cost**: metrics specific to Marketing Channels. See *Costs and Budgets*.

Product-Specific Properties

Version 13.5

Not available.

Version 14 and 15

This report can be accessed by going to **Marketing Channels** > **Channel Overview Report** (provided the menu is not customized).

Segmentation is not available in this report. Use the **First- or Last-Touch Channel** or **First- or Last-Touch Details** reports instead.

Ad Hoc Analysis

Though the **Marketing Channel Overview Report** is not available, Marketing Channel reports can be accessed with metrics using different allocation. This allows you to effectively recreate a very similar report.

This report can leverage multiple advanced segments.

Marketing Channel Detail - First and Last Touch

These reports provide insight on the specific campaigns or keywords are most effective on your site. You can use this report to allocate success metrics and revenue to various channel details, without regard to the overall channel they are in. For example, you can see how a certain Paid Search Keyword is comparing against a certain email campaign. As opposed to the **Marketing Channel Overview Report**, this report resembles a standard marketing report.

Report Properties

- This report runs on rules defined in marketing channels. See *Channels and Rules*.

  Specifically, the report uses the **Set the channel's value to** part of each rule. Changing these rules or the how the channel's value is set changes how data in this report is calculated. See the Marketing Channel processing rules *FAQ*for more information.
- Differences between *First* and *Last Touch* can be located in *About Marketing Channel Reports*.

- The order of processing rules is crucial to how Marketing Channels work. Each hit checks criteria at the top of your processing rules first, then filters down from there.
- This report can be viewed in trended and ranked formats.
- This report can use a search filter to locate specific line items.
- In addition to various channels collected by standard methods, *offline data sources* can be used.
- You can use *SAINT Classifications* in this report, allowing you to rename and consolidate line items. Details specific to Marketing Channels can be found *here*.
- This report can be broken down by all other Marketing Channel reports.
- You can enable additional breakdowns for this report using custom subrelations. For additional information, please have one of your organization's supported users contact Customer Care to request specific variables be enabled.
- The following metrics can be used in this report (depending on organization and report suite settings):
- • Click-throughs: the number of times the *s.campaign* variable is defined.
  - New Engagements: the number of visitors who have received a new First Touch Channel.
  - All standard eCommerce metrics: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, Cart Removals.
  - All custom events: Events 1-80, and Events 81-100 if on H22 code or higher.
  - Visits and Visitors: availability is dependent on organization and report suite. Contact your Account Manager for additional details.

See *Metrics* in **Marketing Channel** Help.

Note: ***Marketing Channel*** *reporting is not available in version 13.5.*

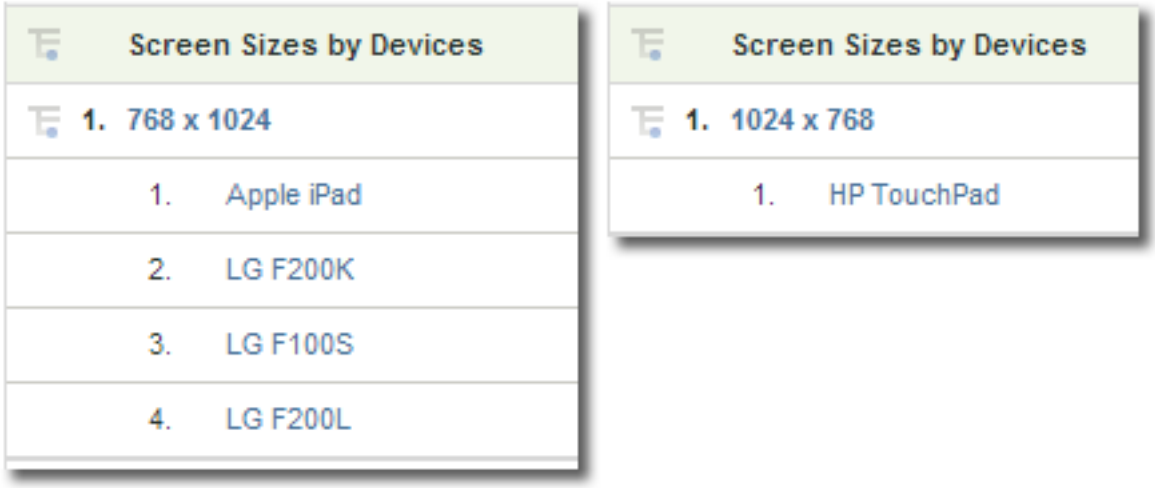
Mobile Reports

Displays information about web sites access from a mobile device. Mobile reports improve visitor identification by collecting data about mobile devices used to view your site. Mobile reports can identify a device's manufacturer and capabilities, such as screen sizes, video, audio, and cookie support, and other metrics. Mobile reports are available for all report suites.

Note: *The Mobile Reports display mobile web traffic only. Mobile app data collected using the native iOS, Android, and other SDKs appear in the Mobile App Reports, and are displayed only when enabled in Admin Tools.*

The following mobile reports are available:

Report	Description
Devices	Displays the number of visitors that accessed your site using mobile devices, such as devices running the iOS or Android. This report can help you understand the impact of mobile initiatives so you can plan accordingly. You can use this report to: • Develop strategies that address mobile users • Identify your audience's preferences • Track the emergence of wireless and mobile users
Manufacturer	Groups mobile device hits to your site by mobile device manufacturer. The report displays the type of manufacturer, number of views for each manufacturer, and the corresponding percentages.

Report	Description
Screen Size	Groups mobile device hits to your site by the screen size of the device. The report shows each screen size, the number of visitors to your site that used each screen size, and each screen size as a percentage of the total views. The Screen Size report shows both the height and width of the screen size as compared to the Screen Height report and Screen Width report. The mobile screen size report is currently static per device. Regardless of screen orientation, each device has a fixed screen resolution in the report. You can see this by breaking down Screen Size by Mobile Device. 
Screen Height	Displays the screen height for various mobile devices and the number of views for each screen height. You can also view the **Screen Size** report to see both the screen height and width.
Screen Width	Displays the screen width for various mobile devices and the number of views for each screen width. You can also view the **Screen Size** report to see both the screen height and width.
Cookie Support	Groups mobile device hits by whether they support cookies or not. Visitors are divided into groups the support cookies and groups that do not. The type of mobile device is identified in the user agent string. Adobe maintains a list of mobile devices that are known to support cookies. If the mobile device listed in the user agent string is also listed in Adobe's list of mobile devices, then the *Supported* line item in the **Cookie Support** report is incremented. Otherwise, the *Not Supported* line item in the report is incremented.
Image Support	Groups mobile devices based on the types of images they support. For example, if a visitor's phone that supports `.jpeg` images, accesses a site, the **Image Support** report is incremented by at least one. If the phone supports more than one image format, then a visit to a site might result in multiple increments for that visit. In other words,

Report	Description
	if your phone supports `.jpeg`, `.png`, and `.gif` formats, then each of those groups in the report is incremented. As such, the sum of the groups might be greater than the total shown at the bottom of the report.
Color Depth	Groups mobile device hits by the number of colors supported. The report shows the total number of visitors to your site who used a mobile device, and breaks them into groups based on the number of colors configured in their mobile devices. For example, if your visitor's mobile phone supports 24 colors, then the report increments the line item corresponding to 24 colors.
Audio Support	Groups mobile devices based on the types of audio formats they support. For example, if a visitor's phone supports the `.mp3` format, the Audio Support report increments by at least one. If the phone supports more than one image format, a visit to a site might result in increments for each supported audio type. In other words, if a phone supports `.mp3`, `.aac`, and `.amr` formats, then each of those groups in the report is incremented. As such, the sum of the groups might be greater than the total shown at the bottom of the report.
Video Support	Groups mobile devices based on the types of video formats they support. For example, if a visitor's mobile device supports `.mp4`, the Video Support report increments by at least one when it accesses your site. If the phone supports multiple image formats (such as `.mp4` and `.wmv`), each of those groups in the report is incremented. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.
DRM	Groups mobile devices based on the type of Digital Rights Management (DRM) they support. DRM groups include *Forward Lock*, *Combined Delivery*, *Separate Delivery*, and *Unknown.*
Net Protocols	Groups mobile devices based on the network protocols (GPRS, CSD, EDGE, HSCSD, and so on) that they support. The report also includes an Unknown group for unidentified network protocols. When a visitor uses a mobile device to access your site, the Net Protocols report increments by at least one. If the phone supports multiple network protocols then each of those groups in the report increments. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.
Operating System (deprecated)	Groups mobile devices based on the mobile operating system running on the device. Mobile operating systems include Windows, RIM, iOS, Symbian, and so forth. The report also includes an Unknown group for unidentified mobile operating systems. ***Note:*** *This report was deprecated when the Technology > Operating Systems report was updated to include all operating systems, including mobile. You can create a segment where "mobile device" exists and apply it to the Technology > Operating Systems report to view only mobile operating systems.*

Report	Description
Java Version	Groups mobile devices based on the Java version that they support. The Java Version report identifies the Java version by the Java Specification Request (JSR) supported by the device. The report also includes an Unknown group for unidentified mobile operating systems. You can find out more about a given JSR at the *Java Community Process* website.
Bookmark URL Length	Groups mobile devices based on the maximum supported length, in characters, of a bookmark URL.
Mail URL Length	Groups mobile devices based on the maximum supported length, in characters, of an Email URL.
Browser URL Length	Groups mobile devices based on the maximum supported length, in characters, of a Web browser URL.
Device Number Transit (ON/OFF)	Groups mobile devices based on whether Device Number Transmit is supported. The report also includes an Unknown group for those devices where Device Number Transmit support cannot be determined.
PTT	Groups mobile devices based on whether the device supports Push To Talk (PTT). The report also includes an *Unknown* group for those devices where PTT support cannot be determined.
Decoration Mail Support	Groups mobile devices based on whether the device supports DecoMail, which allows a user to decorate their mail with graphics and animations. The report also includes an *Unknown* group for those devices where Decoration Mail support cannot be determined.
Information Services	Groups mobile devices based on the news services (Channel I/B, EZ News Flash, W+INFO, and so on.) that they support. When a visitor uses a mobile device with news service support to access your site, the **Information Services** report increments by at least one. If the phone supports multiple news services, each of those groups in the report increments. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.

Mobile Carrier Report

This report shows the wireless service provider (Verizon, AT&T, Sprint, and so on) used by site and app visitors. View this report at Visitor Profile > Technology.

Monitor Color Depth Report

Displays data about color-depth that visitors to your web site have their computers set to. Color Depth refers to the number of colors that can be displayed on the screen.

Most Popular Pages Report

Displays all of the pages of your web site that are being tracked, and tells you which pages are being visited the most.

Most Popular Servers Report

Displays all of the servers of your web site that are being tracked, and tells you which servers are being accessed the most.

Most Popular Site Sections Report

Displays all the site sections of your web site that are being tracked, and tells you which site sections are being visited the most.

Net Protocols Report

Groups mobile devices based on the network protocols (GPRS, CSD, EDGE, HSCSD, and so on) that they support. The report also includes an Unknown group for unidentified network protocols.

When a visitor uses a mobile device to access your site, the Net Protocols report increments by at least one. If the phone supports multiple network protocols then each of those groups in the report increments. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.

Next Page Report

Provides detailed site path analysis by showing you the pages that visitors viewed after seeing a selected page on your site. For example, when selecting and reporting on your entire site, the report shows the top ten landing pages, with the five most popular next pages listed under each landing page. This data can help you understand which content and features most often compel your visitors to move through your site.

Next Page Flow Report

Displays path views, or the number of times and percentages that a page was viewed within the constraints of the paths. For example, a Privacy Policy page might have 10,000 total page views, but only 500 of those page views occurred immediately before a Home Page. In this case, you would see 500 path views. You can view the report at the visit or visitor level. Percentages for each page are displayed beside the name of the page. The width of a line connected to a page depicts the relative percentage of visits.

By default, this report displays the top 10 pages that users went to following the page you select. You can click on any underlined page to further expand the graph. There is no limit to the number of pages you can have on the graph, and you can hover over a page to see visit and revenue data for the page.

Use this report to:

- Understand what steps are taken most frequently after viewing a selected page.
- Optimize your site path design to funnel your traffic to a desired goal page.
- Identify where visitors are going instead of your desired goal pages.

Product Specific Information

Product	Description
Marketing reports & analytics	Click **Graphical** to see two levels of the most popular pages that your visitors view after the selected page. The report also highlights when visitors exit your site. Click **Tabular** to see the next pages in a list similar to the *Next Page Report*. However, it also allows lets you drill into each *Next Page* to view the next pages in each two-page flow. Reports & Analytics uses path views.
Ad hoc analysis	Click on any underlined page to further expand the graph. There is no limit to the number of pages you can have on the graph, and you can hover over a page to see visit and revenue data for the page. Ad hoc analysis uses page views (or whatever other metric you use).

Next Section Flow Report

The Next Section Flow report is similar to the Next Page Flow report. It displays data for Site Sections (groups of related web pages). If a page is contained in more than one site section, the report displays data for all site sections.

For example, an online retailer might have site sections for its products and site sections for product brands. In this case, a product web page can fall under multiple sight sections. Though a product page has only been viewed once, the Next Section Flow report shows a page view for each sight section associated with the page.

Next Server Flow Report

Displays the navigation data between servers on your site. When you select a server name from your site, the report shows you the number of visitors who navigated from that server to each of the other servers on your site within a single visit or across visits.

For example, if you have specific data on different servers or have mirrored data on separate servers, the report shows you the path between servers that the users hit. This is also true of domains within your website. For example, you can see how many users went from a `www.mysite.com` to `info.mysite.com` or `sales.mysite.com`.

Operating Systems Report

Groups web traffic by the operating system used by the client.

Mobile and desktop operating systems appear on this report. For example:

Windows 7

OS X 10.8
OS X 10.7
Mobile iOS 7.0.4
Windows 8
Linux
Windows Vista
Windows Server 2003 and XP x64 Edition
Android 4.0.4
Mobile iOS 7.0.3

Dynamic Device Data

This report uses dynamic device data that is continually being updated as new devices are released and identified. For example, a new tablet that is released during the current month might be misidentified since it doesn't yet exist in the device database. When the device database is updated with the new device, any changes as a result are applied to all reporting dates. Therefore, you might see slight variations on this report for historical dates over time. As a general rule, the most current report will have the most accurate data for any reporting period.

Changes

Date	Change
April 17, 2014	Macintosh was separated into specific OS versions on this report. These OSs now report as [major version].[minor version].[update], for example: 10.9.2. **Before April 17** • All Apple Macintosh computers are reported as Macintosh. **After April 17** • OS X 10 = version 0S X 10.0 -10.7 • OS X 10.8 • OS X 10.9 • Macintosh no longer appears in reports after April 17
November 18, 2013	Mobile operating systems were added to the Operating Systems Report. Before this date, mobile operating systems were reported as "Not Specified". After this date, "Not Specified" was replaced with specific versions of mobile operating systems.

Operating System Types Report

Rolls up the specific versions from the Operating Systems report in the Operating Systems Report into major operating system types for simplified reporting and segmentation.

For example:

Microsoft Windows
Apple Macintosh

Apple iOS
Google Android
GNU/Linux

Dynamic Device Data

This report uses dynamic device data that is continually being updated as new devices are released and identified. For example, a new tablet that is released during the current month might be misidentified since it doesn't yet exist in the device database. When the device database is updated with the new device, any changes as a result are applied to all reporting dates. Therefore, you might see slight variations on this report for historical dates over time. As a general rule, the most current report will have the most accurate data for any reporting period.

Changes

Date	Change
May 22, 2014	This report was added in marketing reports & analytics. Historical data is available before this date since this report is based on existing data in the Operating Systems report.

Orders Report

Displays the number of orders made on your web site during the selected time period. You can break down individual time periods by other metrics to show the items (such as products or campaigns) that contributed to the most orders during that time frame.

Original Referring Domains Report

Displays the original referrers that produced the customers on your site. Because customers can visit your site multiple times and have a different referrer for each visit, this report shows how they were referred the first time they arrived at your site. This report references referrers only by their base domain (`aol.com`, `yahoo.com`, and so on).

You can view the number of visitors generated by an original referrer or discover how much revenue each original referrer was responsible for producing. Referrer reports can be populated each time a visitor comes to your site, even if the visitor comes to the site multiple times during a session (before the visit expires.)

Over Time Report

Used in the Purchases, Shopping Cart and Custom Events reporting sections. Similar to the Page Views report, each of these reports displays data for one Success Metric over a specific time period, such as a day, week, month, etc.

Social Owned Property Reports

Adobe Social reports that display detailed metric breakdowns for social properties and the posts on those properties.

These reports include:

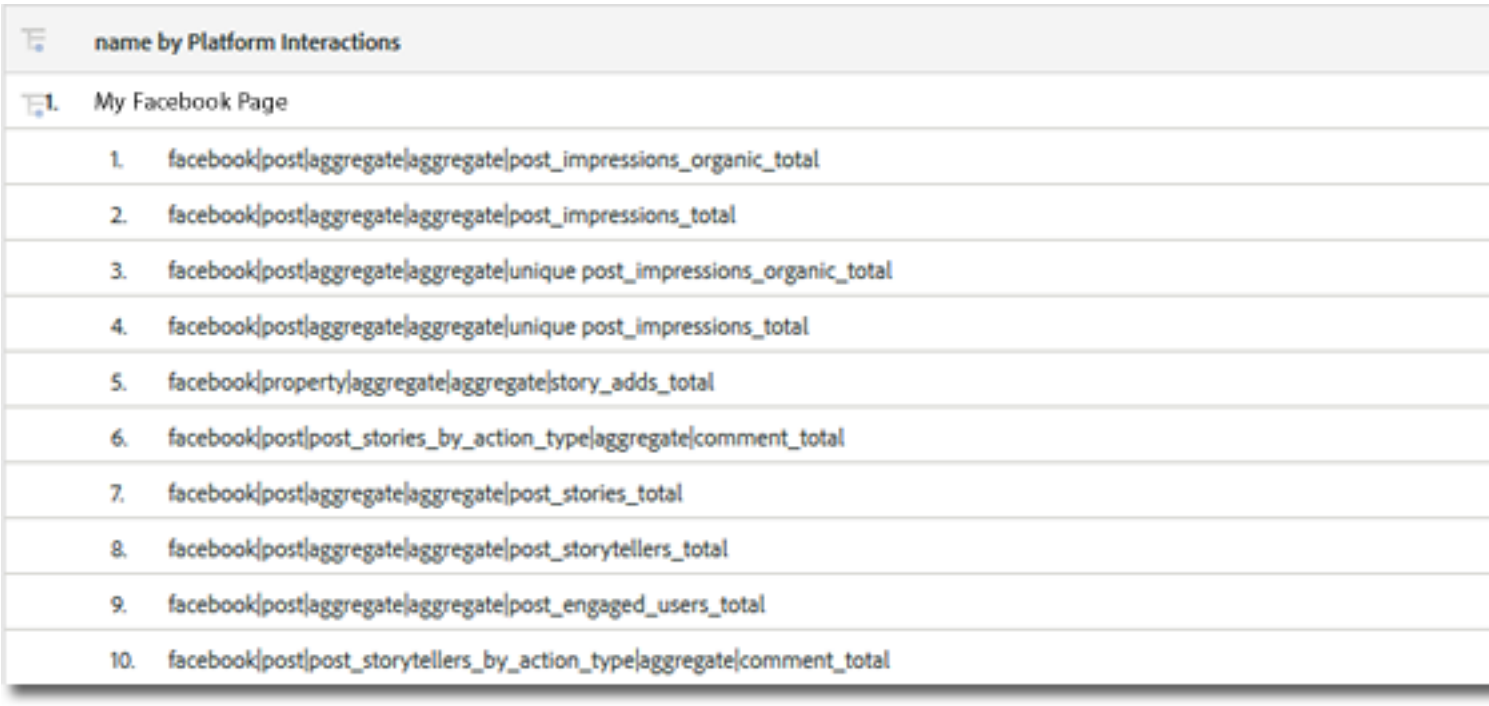
- **Social > Owned Social Account and App Ids Report**
- **Social > Platform Interactions Report**

Using these reports, you can view a large number of metric breakdowns that are provided by the social platform, such as:

• Number of people in Denmark who like your page
• Number of comments on a specific post from 31-year-old males

Due to the large number of breakdowns available for the metrics provided by each social platform, metrics on these reports are combined into a single line item along with the specific breakdown. To use these reports, it is critical that you understand the data in *Platform Interactions*.

For example, interactions for a Facebook page might appear similar to the following:



name by Platform Interactions	
1.	My Facebook Page
1.	facebook|post|aggregate|aggregate|post_impressions_organic_total
2.	facebook|post|aggregate|aggregate|post_impressions_total
3.	facebook|post|aggregate|aggregate|unique post_impressions_organic_total
4.	facebook|post|aggregate|aggregate|unique post_impressions_total
5.	facebook|property|aggregate|aggregate|story_adds_total
6.	facebook|post|post_stories_by_action_type|aggregate|comment_total
7.	facebook|post|aggregate|aggregate|post_stories_total
8.	facebook|post|aggregate|aggregate|post_storytellers_total
9.	facebook|post|aggregate|aggregate|post_engaged_users_total
10.	facebook|post|post_storytellers_by_action_type|aggregate|comment_total

Platform Interactions

Metrics for platform interactions are displayed along with any applied breakdowns in the following format:

```
platform | property vs post | insight type | insight value | metric
```

Field	Description
platform	Social platform that provided the metric.
property_vs_post	Scope of the metric, either "property" or "post". Indicates if the metric applies to properties (such as a Facebook page or Twitter account), or to posts on those properties.
insight_type	Insight type used to breakdown the metric. See *Insight Breakdowns*.
insight_value	Insight value used as a filter for the metric breakdown. See *Insight Breakdowns*.
metric	The metric that is represented by **Owned Social Interactions** on the report.

Insight Breakdowns

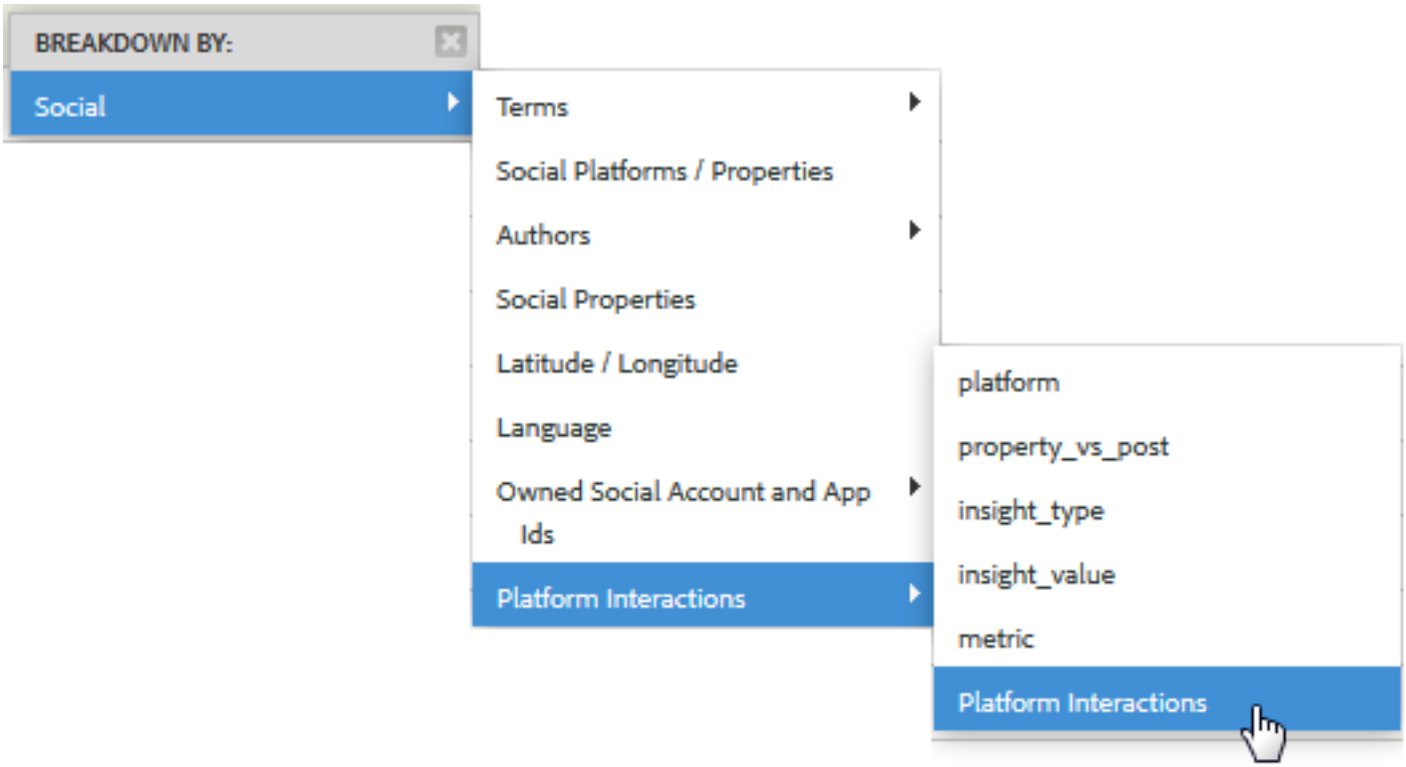
Each metric is displayed with one of the following breakdown levels pre-applied:

insight type | insight value	Description
`aggregate|aggregate`	Metric total with no breakdown. For example: `facebook|property|aggregate|aggregate|net likes` Shows total likes.
`insight|aggregate`	Metric total for a specific insight. For example: `facebook|post|post_storytellers_by_action_type|aggregate|like_total` Shows total likes by all storytellers (Facebook defines storytellers as people who share stories about your page, such as liking, commenting, or posting to your page's wall.)
`insight|value`	Metric total for a specific insight filtered by a specific insight value. For example: `facebook|post|gender|m|net_comments` Shows total comments from males.

Platform Interactions represent aggregated totals for posts or pages from all owned properties on the specified platform. These metrics are most useful when used to breakdown another report, as described in *Report Descriptions*.

Report Descriptions

Owned property metrics are typically viewed by breaking down a line item on the **Owned Social Account and App Ids > Name Report** by the **Platform Interactions Report**:



This breakdown lets you view interactions for a specific page.

Property and Post Reports

Report	Description
id	All unique property or post identifiers across all owned properties.
Property vs app	All ids and names across all owned properties.
name	All property and post names across all owned properties.
Owned Social account and app Ids	Unclassified value that displays **id | property vs app | name** as a single line item.

Social Interactions Reports

Report	Description
platform	All social networks where you have owned properties. Breaking down platform by Owned Social Account and App Ids > name shows you all properties owned on a social platform.
Property vs post	Total number of properties (such as a Facebook pages or Twitter accounts), and posts (such as tweets) across all owned properties.
Insight type	All Insight types across all owned properties.

Report	Description
Insight value	All insight values across all owned properties.
Metric	All metrics reported across all owned properties.
Platform Interactions	Unclassified value that displays **platform | property vs post | insight type | insight value | metric** as a single line item.

Notes

- To view additional breakdowns beyond the single level provided by marketing reports & analytics, create a segment to filter for a specific property name or post ID, or use report builder or ad hoc analytics to apply additional breakdowns.
- **Owned Social Interactions** is the only metric with data for the **Owned Social Account and App Ids Report** and the **Platform Interactions Report**. The data represented by this metric varies based on the line item in the report.
- **Owned Social Account and App Ids Report** and the **Platform Interactions Report** can be broken down only by each other. You cannot break down these reports using any other reports.

Page Depth Report

Determines the average number of clicks it takes users to get to a certain page in the website.

Page Summary Report

Collects and organizes page-specific information about a single page and presents it in a single report. This report can be used to understand how visitors are getting to a certain page, and whether they proceed further through your site or exit.

In addition to Entry and Exit Points, additional details are aggregated from other reports for the selected page:

- Total Page Views during this reporting period: Found in the Pages report.
- Percentage of all page views: Found in the Pages report as the percentage to the right of the line item.
- Visits where this was an Entry page: Found in the Entry Pages report for the page in question.
- Visits where this was an Exit page: Found in the Exit Pages report for the page in question.
- Average number of Clicks to Page: Found in the Clicks to Page report. It is calculated by dividing the total number of clicks to the page by visits.
- Time Spent on Page for this page: Found in the Pages report using the Time Spent metric.
- Number of Reloads: Found in the Reloads report.
- Pages (revenue) Found in the Pages report using Revenue as a metric.

Page Value Report

Displays how much certain pages participated in generating revenue. For events, the **Page Value Report** uses allocation metrics.

Page Viewed by Key Visitors Report

Deprecated with the release of version 15. If this functionality is required within your organization, consider creating processing rules to populate variables based on domain or IP address.

See *Processing Rules*.

This report lists all of the pages of your web site that have been visited by the key visitors you have specified. Key visitors are defined by entering the domain or IP address of the groups you would like to track.

You can use this report to:

- Find your Pages for your key visitors
- Identify important pages that are getting missed so you can highlight them more prominently
- Measure page views to promotional, sign up, or order pages for marketing effectiveness
- Highlight promotions, news, ads, etc. specifically tailored to those visitors

If this report is not available in the default location, please check with your administrator, who may have changed the default menu structure to better serve your organization's unique needs.

Page Views Report

A trended report that displays the number of times your website pages were viewed for the selected time period (hour, day, week, month, quarter, or year). This report allows you to track page views for each page on your site, as well as an aggregate of page views for your entire site.

A *page view* is a request for a full page document rather than an element of a page, such as an image or video. For example, if a single visitor views 15 pages during a visit, 15 page views are counted. If a visitor views the same page three times during a visit, three page views are counted.

Report Properties

- This report references the number of times the *s.t()* function has been called on your site.
- Custom *link tracking* calls (such as custom links, file downloads, and exit links) use the `s.tl()` function and are not counted in this report.
- Because image requests are sent when the user refreshes the page or clicks the back button, this report also includes these actions.
- Hourly breakdowns are based on the report suite's time zone.
- This report does not contain line items. As such, the report can be viewed only in trended format.
- Granularity of hour, day, week, month, quarter, and year can be applied. That granularity is available depending on the reporting date range.

Product-Specific Information

Version 13.5	**Traffic** > **Site Traffic** > **Page Views**
Version 14	**Site Content** > **Page Views**
Version 15	**Site Content** > **Page Views** This report can use segments.

Ad hoc analysis	• Breaks down each item in this report by all other reports and variables, allowing you to see breakdowns by any granularity. • You can use all conversion and traffic metrics in this report, as well as different allocation for all conversion metrics. • This report can use multiple highly advanced segments.

Pages Report

Ranks the pages on your site based on the pages that receive the most traffic. If your business question deals with quantitative data for pages, you can use this report to answer that question, by adding the right metrics.

Allocation, Expiration, and Special Values

Note that in Reports & Analytics, metrics on the Pages Report use linear allocation. For example, revenue is split between all pages viewed before a purchase event. This can cause confusion for some metrics that you might expect to occur only on one page, such as a shopping cart addition.

	Reports & Analytics (formerly SiteCatalyst)	Ad Hoc Analytics	Data Warehouse
Metric Allocation	Linear	Most Recent (can be changed to linear using the linear version of a metic)	Values set on the same page view
Values Expire After	Page view	Page view	Page view
Value Limits	First 500k unique per month + new values with traffic	First 500k unique per month + new values with traffic	none
Special values	(low-traffic) represents values past the first 500k that haven't received enough traffic to be reported.	(low-traffic) represents values past the first 500k that haven't received enough traffic to be reported.	none

In Reports & Analytics, if you apply any custom event as metric in a Pages report, linear allocation applies.

This means that even if the event was sent with an s.tl() call, it will get the linear allocation of any previous s.t() call. Example:

Page Name	Page_event	Events
Page1	**s.t()**	
Page1	s.tl()	Event1
Page1	s.tl()	Event1
Page1	s.tl()	Event1
Page2	**s.t()**	
Page2	**s.t()**	

Page Name	Page_event	Events
Page2	s.tl()	Event1

For this scenario, we will obtain the following allocation in the Pages report:

Pages	Pageviews	Event 1
Page 1	1	1+1+1+1/3 = 3.33
Page 2	2	2/3 = 0.67

Even if the event is sent on an s.tl call, the page viewed prior to the event that was sent (s.t() call) will get partial credit.

Notes

• If no page name exists, the URL is used.
• If you have a hit with no page name, page URL, or event list (no commerce event), the hit is excluded.
• Breakdowns on pages show all pages that had a value persisted.

Pages Not Found Report

Helps you identify pages that contain broken links and to measure traffic to pages that do not exist. These pages are commonly referred to as 404 Pages. You can use this report to see where visitors are accessing these broken pages, as well as how often.

Properties

• This report references data directly from the *pageType* variable implemented on your website.
• This report can be viewed in both trended and ranked formats.
• Clicking the magnifying glass icon shows you the top referrers to that specific page.

Paid Search Engines Report

Displays which search engines visitors use for paid searches.

Paid Search Keywords Report

Displays a breakdown of each paid search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.

Path Length Report

Displays, by percentage and by total count, the depth of each visit to your site. In other words, the report indicates how many pages the average visitor to your site views before leaving.

Custom links (s.tl calls) do not add to the path length for pages. However, they do count in path length for props (traffic variables.)

Multiple instances of the same value (reloads) do not increase path length. Examples:

Page A > **Page B** > **Custom link** > **Page B** = Path length of 2. (Notice that the custom link and the reload of page B do not count toward the path length.)

Prop A > **Custom Link pass Prop B** > **Prop C** = Path length of 3. (Notice that the custom link for Prop B does count toward the path length.)

Pathing Reports

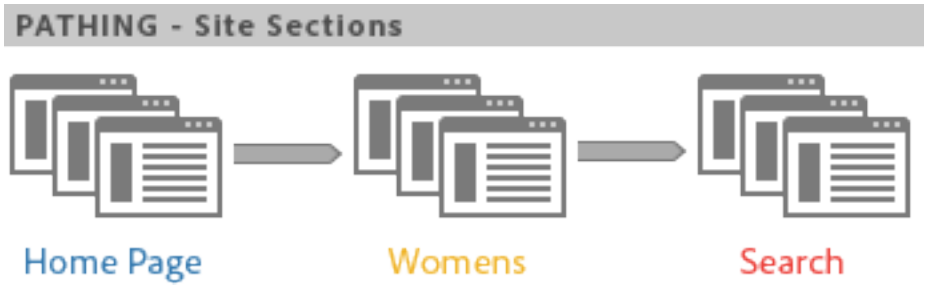
A group of reports based on path analysis. Technically, *pathing* means to move from one page name to another (from one value to another).

If you need to know the order in which values are collected, then you need to enable pathing for the variable collecting those values. Pathing is enabled by default for pages. Pathing is not enabled for any props by default, because it is only appropriate in certain cases. Contact Customer Care to enable pathing on a prop.

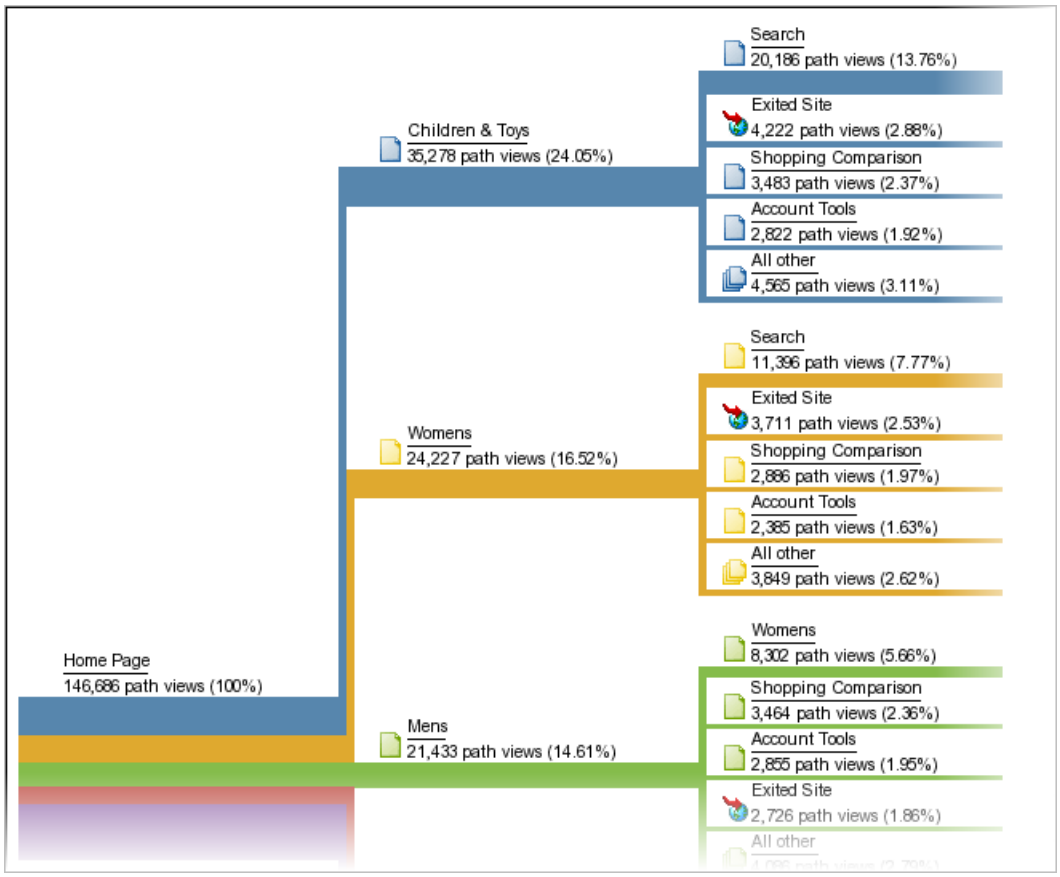
Note: *In Ad Hoc Analysis, when you enable classifications on a prop, pathing metrics become available for all the classifications set up for the enabled prop.*

Example - Pathing on Site Sections

Enabling pathing for the *s.channel* variable allows you to track how site visitors move between Site Sections (as the value changes).



Pathing is then available in various paths reports, such as **Next Site Section Flow**, which displays how visitors move through page groups, or sections of your site.



Example - Pathing on Searches

This same concept of going from one value to another value applies to other traffic variables as well, including *s.props*. For example, if you enable pathing for your Internal Search Term *s.prop*, you could see the path visitors take through search terms.

Example - Pathing per Login Status

You might want to know how people path through your site based on a visitor's log-in status. To see this information you would not look at the pathing reports for login status, because they would show you how visitors changed values in that report, or how visitors might have changed from logged-in to logged-out. Instead, concatenate the segment value with the *s.pageName* variable, and then path that resultant variable. Here is sample code for page pathing per member status:

```
s.pageName=“Home Page”;
s.prop18=“Gold”; // Member Status
s.prop19=s.prop18 + “:” + s.pageName;
```

Then, enable pathing for *s.prop19* to see how members path through pages.

Note: *If you perform ad hoc analysis, you can segment page paths without the need to concatenate segment values, and apply any segment to pathing reports.*

Paths Reports

Displays information about the order in which pages of your website are accessed. You can gather information about where a visitor goes before and after any page visited on your site.

Paths reports include standard in-depth and optional advanced analysis reports that reveal the click-stream of pages viewed. You can uncover full paths, longest paths, and most popular paths; explain page flow, fallout, and dropout graphically; show new and changing patterns over time; and analyze entry and exit paths.

Next Page Flow or **Next Site Flow**: Displays a two-level-deep branching graphic of a selected page (or section, department, and so on), that your visitors view after moving away from the selected page. Use this report to analyze and identify the steps your visitors take most often after viewing a selected page. You can:

- Understand what steps are taken most frequently after viewing a selected page.
- Optimize your site path design to funnel your traffic to a desired goal page.
- Identify where visitors are going instead of your desired goal pages.

Next Page (or next categories): Provides detailed site path analysis by showing you the pages on your site that visitors viewed after seeing a selected page. For example, when selecting and reporting on your entire site, the report shows you the top ten landing pages, with the five most popular next pages listed below each landing page. This data can help you understand which content, features, and other data, most often compel your visitors to move through your site

Previous Page Flow (or other previous categories flow): Displays two levels of the most popular pages that your visitors view before the selected page. The report also highlights when visitors enter your site.

Previous Page (or other previous categories): Provides detailed site path analysis by showing you the pages on your site that visitors viewed before seeing a selected page on your site.

Fallout: Displays the visit attrition and conversion rates between each checkpoint you define. Steps are arranged top-to- bottom, with raw numbers and percentages shown on the left, and conversion and fall-out percentages on the right.

See *Fallout Report*.

PathFinder: Lets you further dissect your full paths into fragments, yielding the precise patterns that are instrumental to optimizing your site. The Pathfinder wizard lets you specify selection criteria that is used to generate the report, so that you can analyze the path fragments and query for ones that begin with a certain page, end with a certain page, or even ones that begin with one page and end with another.

Path Length: Shows how deep visitors browse into your site (both by percentage and by total count). In other words, the report indicates how many pages the average visitor to your site views before leaving.

Page Analysis: Contains a subset of reports that let you analyze the following:

- **Page Summary / Site Category Summary**: Tells you everything you need to know about the page report. It collects and organizes page-specific information about a single page and presents it in a single report.
- **Reloads**: Shows the number of times individual pages were reloaded by visitors.
- **Time Spent on Page / Site Category**: Displays the length of time that visitors browse individual pages in your site. The time spent is divided into ten categories: less than 15 seconds, 15-30 seconds, 30-60 seconds, 1-3 minutes, 3-5 minutes, 5-10 minutes, 10-15 minutes, 15-20 minutes, 20-30 minutes and greater than 30 minutes.
- **Clicks to Page**: Identifies the number of clicks visitors used to access each page in your site. Depth for a page is measured by counting the number of pages viewed before it.

Entries & Exits: The Entry Page report shows you, by percentage and by total visits, which pages on your site are the first ones seen by new visitors. You can view:

- **Entry Pages** (or sections): Displays, by percentage and by total visits, which pages on your site are the first pages seen by a new visitor. You can use this report to identify which of your web pages are the most frequent points of entry, optimize the primary entry points on your site, and drive entry traffic to your key messages.
- **Original Entry Pages**: Shows the first page viewed for first-time visitors to your site. Each user is counted only once unless they delete their cookies or are not being tracked with cookies.
- **Single Page Visits**: Shows pages that are most often both the entry and exit pages for visitor browsing sessions.
- **Exit Pages**: Displays, by percentage and by total visits, the pages on your site that were the last pages visitors viewed before leaving your site.

Previous Page Report

A path report that provides detailed site path analysis by showing you the pages on your site that visitors viewed prior to seeing a selected page on your site.

For example, you may want to know from where the people that viewed Home Page came. In the table, you can do a search for *Home Page* or scroll until you find it listed in bold. The pages that were viewed before *Home Page* are listed underneath.

Product	Description
Marketing Reports	**Paths** > **Pages** > **Previous Page** Shows where visitors to each page come from. For example if you have a Features page, this report shows the top five pages your visitors came from to get to your Features page. This report: • Identifies the route a visitor takes when entering a page on your site. • Lets you determine which pages feed visitors to important pages on your site. • Lets you analyze a sign-up page, for example, to understand which of your site pages is most effectively driving your visitors to subscribe to your services.

Product	Description
Ad Hoc Analysis	A Flow report. You can specify the direction in the interface, and run the report at across visits or at the visit level.

Previous Page Flow Report

The Previous Page Flow report shows multiple levels of the most popular pages that your visitors view before the selected page. The report also highlights pages from which visitors enter your site.

Previous Section Flow Report

The Previous Section Flow report is similar to the Previous Page Flow report. It displays data for Site Sections (groups of related web pages). If a page is contained in more than one site section, then the report displays data for all site sections.

For example, an online retailer might have site sections for its products and site sections for product brands. In this case, a product web page can fall under multiple sight sections. Though a product page has only been viewed once, the Previous Section Flow report shows a page view for each sight section associated with the page.

Previous Server Flow Report

This report shows you navigation data between servers on your site. When you select a server name from your site, the report shows you the number of visitors who navigated to that server from each of the other servers on your site within a single visit or across visits.

For example, if you have specific data on different servers or have mirrored data on separate servers, the report shows you the path between servers that the users hit. This is also true of domains within your website. For example, you can see how many users went from a `www.mysite.com` to `info.mysite.com` or `sales.mysite.com`.

Products Report

Identifies how individual products and groups of products (categories) contribute to your various conversion metrics, such as Revenue or Checkouts.

Report	Description
Products Conversion Funnel	Shows averages for the Product Views, Cart Additions, Orders, Units, and Revenue metrics. It also shows key conversions between important data in each reporting group and standard conversion metrics (Orders, Units, and Revenue). The top (overview) of the funnel provides a visual summary of conversion data. The funnel section shows statistics for all events in the overview section based on Orders and up to two other metrics, such as Revenue and Units. To add metrics and custom events from other reporting groups, click a **Selected Events** link in the report header.

Report	Description
	Because the current time periods are not yet completed when you view data, this report can indicate a downward trend from the previous to the current time period. For example, there can be fewer visits today than yesterday, but only because the rest of the time period's statistics have yet to occur.
Products	Identifies how individual products and groups of products (categories) contribute to your various conversion metrics, such as Revenue or Checkouts.
Cross Sell	A Cross Sell Report that is broken down by Cross Sell shows sales relationships between products. It answers the question, "If visitors purchased Item A, what else did they purchase in the same order?"
Categories	Shows how various product categories affect your site's success metrics.

Products Conversion Funnel Report

Shows averages for the Product Views, Cart Additions, Orders, Revenue, and Units metrics. It also shows key conversions between important data in each reporting group and standard conversion metrics (Orders, Units, and Revenue). The top (overview) of the funnel provides a visual summary of conversion data. The funnel section shows statistics for all events in the overview section based on Orders and up to two other metrics, such as Revenue and Units.

To add metrics and custom events from other reporting groups, click a **Selected Events** link in the report header.

Because the current time periods are not yet completed when you view data, this report can indicate a downward trend from the previous to the current time period. For example, there can be fewer visits today than yesterday, but only because the rest of the time period's statistics have yet to occur.

PTT Report

Groups mobile devices based on whether the device supports Push To Talk (PTT). The report also includes an *Unknown* group for those devices where PTT support cannot be determined.

Purchases Report

Displays summary data for Revenue, Orders, and Units. You can also view the Purchase Conversion Funnel report.

- **Revenue**: Lets you view gross profits for selected time periods. Examples could include revenue during the month of March, purchases made last week, or revenue for today.
- **Orders**: Shows the number of orders made on your website during the specified time period. Orders can have multiple products in them.
- **Units**: Shows the total units that were ordered for the specified time period.

- **Purchase Conversion Funnel**: Ideal for showing conversion events on your site if they occur in a specific order, such as in a retail setting. A *funnel report* shows you the conversion metrics for each step of the conversion process as well as Orders, Revue, and Units.

Real-Time Reports

Displays web page traffic and ranks page views in real time. Provides actionable data to base your business decisions on.

Real-Time answers the following questions: What is trending on my site, and why? It allows you as a marketer to quickly respond to and actively manage the performance of your marketing content and campaigns. The real-time data reported is less than two minutes latent and auto-updates on a minute-by-minute basis.

The dashboard includes Adobe Analytics high-frequency metrics and site analytics to visually report traffic and page view trending of dynamic news and retail web sites. Real-Time understands trends in your data from minute to minute, within seconds of collection. It collects and streams data into an auto-updating UI, using real-time correlation and tracking of content and some conversion.

Note: *Real-Time requires no additional implementation or tagging. It leverages your existing implementation of Adobe Analytics. To configure real-time reports, see Real-Time Reports Configuration.*

Two of the most prevalent usage scenarios include publishers who would like to promote/demote stories as user activity changes, and marketers who would like to track the launch of a new product line.

As an Administrator, you can

- Create up to 3 real-time reports per report suite, using existing dimensions or classifications and metrics. Use the secondary dimensions to correlate with (or break down) the primary one.
- Add 3 dimensions (or classifications) per report (one primary and two secondary), in addition to 1 site-wide metric.
- Use any custom event, shopping cart event, or instance.
- View up to 2 hours of historical real-time data and modify this setting:
  - Last 15 minutes: 1-minute granularity
  - Last 30 minutes: 1-minute granularity
  - Last 1 hour: 2-minute granularity
  - Last 2 hours: 4-minute granularity
- Compare, for example, last week's values to last year's values (as well as to the total of today.)

Keep in mind that eVars (conversion metrics) are not supported, since there is no concept of persistence. While you can select conversion metrics, they only work if they are set on the same page as the dimension(s). For more information, see the warning message captured in *Real-Time Reports Configuration*.

Setting up and viewing Real-Time reports is restricted to Admins or any user in the "All Report Access" and "Advanced Reporting" permission groups . However, Real-Time does respect permissions. If, for example, you do not have rights to see revenue, you won't be able to view a real-time report that includes revenue data.

Supported Real-Time Metrics and Dimensions

Lists metrics and dimensions supported by Real-Time reports. Classifications are also supported, if you have defined them.

Supported Metrics

• Revenue
• Orders
• Units
• Carts
• Cart Views
• Checkouts
• Cart Additions
• Cart Removals
• Instances
• Custom events 1-100 (if enabled in the report suite)

Supported Dimensions

• Page
• Search Keyword
• Search Engine
• Referring Domain
• Geosegmentation Country
• Geosegmentation Region
• Geosegmentation City
• Geosegmentation U.S. DMA
• Product
• Server
• Site Section
• Tracking Code
• Custom Link
• File Download
• Exit Link
• Custom Insight variables (props) 1-75 (if enabled in the report suite)

Referrer Type Report

By tracking and recording the visitors ' referring sites for each visit, you can determine how visitors found out about your site for each visit.

The list below defines the various types of referrers:

Other websites: referrers are recorded when visitors click a link located on a page on another website (not defined as part of your site) and arrive at your website.

Search engines: Search engine referrers are recorded when visitors use a search engine to access your site. The referring value must be considered by Adobe to be a search engine, and cannot be a subdomain that is not considered a search engine (e.g. `mail.yahoo.com` is not a search engine since this domain is used for email).

Social networks: The referring value must be considered by Adobe to be a social network. See *List of social networks*.

Email: A referring domain is considered as an email referring domain when visitors click an emailed message link containing the protocol `imap://` or `mail://` and arrive at your site. For example, anything coming from `http://mail.yahoo.com` is not counted as an email referrer because the protocol is `http://`. Emails from

Outlook are reported in the Typed/Bookmarked line, while any referrer with an HTTP protocol where the domain is a known search engine is reported in the Search Engine line.

Typed/Bookmarked: referrers are recorded when visitors type your site s URL directly into their browser, or if they access your site by selecting bookmarks. Mobile devices report a referrer type of *typed/bookmarked* if there is no referrer on the first hit of the visit.

Inside Your Site: These items are URLs that are tagged by the internal URL filters. These items are not counted as *referrer instances* but can be seen when reporting on other metrics.

Referrer Types by Interface

	Marketing reports & analytics (SiteCatalyst)	Ad hoc analytics	Data warehouse
Reported referrer types	• Other websites • Search engines • Social • Typed/Bookmarked This report displays only two predefined metrics: Instances and Unique Visitors.	• Other websites • Search engines • Social • Typed/Bookmarked	• Other websites • Search engines • Social • Typed/Bookmarked • Inside your site

Notes

- The referrer, referrer type, and referring domain are set on the first hit of the visit, or during a visit when the referrer is external (for example, if a visitor leaves your site, uses a search engine, then returns to your site before the first visit expires). These values are set at the same time and persist across the visit.
- Not all referrer types are listed on this report. This means that site wide Visits don't match visits on this report.

Report History

Date	Change
1/16/2014	Data warehouse was updated to match the logic used by marketing reports & analytics. Before this date, referrer type did not persist across the visit.

Referrers Report

Displays the domain or URL where your visitors came from before they arrived at your site, the methods visitors use to find your website, and the number of visits to your site that came from these referring locations.

For example, if a visitor clicks a link from Site A and arrives at your site, Site A is the referrer if it is not defined as part of your domain. During implementation, your implementation consultant can help you to define the domains and URLs that are part of your website. (This change can be done after implementation.)

Domains or URLs that are not part of those defined domains and URLs are considered referrers. For example, web page A and web page B are added to the internal URL filter, but web page C is not. In this case, web page C is considered a referrer.

See *Internal URL Filters* in Admin Tools help for more information.

Allocation, Expiration, and Special Values

	Marketing reports & analytics (SiteCatalyst)	Ad hoc analytics	Data warehouse
Metric Allocation	Most Recent	Most Recent	Most Recent
Values Expire After	Visit	Visit	Visit
Value Limits	No limits (might change in a future release)	No limits (might change in a future release)	none
Special values	"None": site wide totals that did not have a referrer during the visit.	"None": site wide totals that did not have a referrer during the visit.	Empty - equivalent of "None", site wide totals that did not have a referrer during the visit.

Notes

- The referrer, referrer type, and referring domain are set on the first hit of the visit, or during a visit when the referrer is external (for example, if a visitor leaves your site, uses a search engine, then returns to your site before the first visit expires). These values are set at the same time and persist across the visit.
- Internal URLs are filtered. Only referrers that do not match the internal URL filters are in this report.
- The corresponding metric is called Referrer Instance in ad hoc analysis.
- Typed/Bookmarked values are not included on Referrers Report. This means that site wide Visits don't match visits on this report.

Report History

Date	Change
1/16/2014	Data warehouse was updated to match the logic used by marketing reports & analytics. Before this date, search keywords did not persist across the visit.
6/19/2012	Before July 2012, "None" includes all mobile traffic, Typed/Bookmarked, and visits with no JavaScript. After July 2012, "None" includes only hits with no JavaScript on the first page of visit.

Referring Domains Report

Shows the domains that referred the customers that most impacted your site's success metrics. Referrers fall into two main categories: *Domains* and *URLs*. Domains refer to the domain name, and appear as the base domain without the query string or subdirectories attached. URLs include the base domain name, as well as any query strings or subdirectories.

Allocation, Expiration, and Special Values

	Marketing reports & analytics (SiteCatalyst)	Ad hoc analytics	Data warehouse
Metric Allocation	Most Recent	Most Recent (can be changed to linear using the linear version of a metic)	Most Recent
Values Expire After	Visit - can be shortened but not lengthened	Visit	Visit
Value Limits	None	None	None
Special values	" Typed/Bookmarked": visits with no referring domain.	" Typed/Bookmarked": visits with no referring domain.	" Typed/Bookmarked": visits with no referring domain.

Notes

- The referrer, referrer type, and referring domain are set on the first hit of the visit, or during a visit when the referrer is external (for example, if a visitor leaves your site, uses a search engine, then returns to your site before the first visit expires). These values are set at the same time and persist across the visit.
- The Typed/bookmarked line item does not include other referrer types such as no Javascript or inside your site. Therefore the line items won't match the total because of these omissions.
- Before July 2012, mobile traffic did not appear in this report.
- In Data Extract and Excel Client, when All Referring Domains is requested, v14 does NOT include Typed/Bookmarked in the total. v15 does include Typed/Bookmarked.

Report History

Date	Change
1/16/2014	Data warehouse was updated to match the logic used by marketing reports & analytics. Before this date, referring domains did not persist across the visit.

Return Frequency Report

Shows the length of time that passes between visits from returning visitors, and the number of visits that fall into each time length category. Use the report to see the average amount of time that repeat visitors go without visiting your site, and the trends in repeat customers.

Use this information to market effectively to visitors who have gone a certain period of time without visiting your site.

You can:

- Identify the number of return visitors and the frequency of their return visits.
- Evaluate your website's appeal and relevance to visitors over time.
- Know how sticky your site is to visitors and how often they feel compelled to return for further interaction or updates.
- Identify the impact of your website's content and promotions on your visitors.

By default, this report has the following time lengths:

- Less than one day
- One to three days

- Three to seven days
- Seven to fourteen days
- Fourteen days to one month
- Longer than one month

Notes

- This report does not record any first-time visitors, as there is no prior visit to compare against.
- The date range in this report uses the time in which the visit occurred. For example, a visitor comes to your site in April, then comes back twice in the same day in October. Pulling a Return Frequency report for the month of October would show one visit under “longer than 1 month”, and one visit under "less than 1 day".

Return Visits Report

A report showing the number of visits where visit number is greater than 1. The **Return Visits Report** includes non-cookied visitors.

Revenue Report

The **Revenue** report measures the amount of income generated through all of your products over a specific time period.

You can use this report to view the general success and trend of your site in revenue. You can also use the report to single out periods where your site was particularly successful, to find the source, and use that for future campaigns.

General Properties of Report

- There are requirements that must be met in order for this report to successfully collect data. The following must occur within the same image request:
  - A **purchase** event must fire in the `s.events` variable.
  - The `products` variable must be defined with a number in the price field.
  - For example, this would pass $35.99 into the revenue report:

```
s.products="Mens;Shoes;1;35.99"
```

```
s.events="purchase"
```

- When more than one product is present in the **s.products** variable, all count towards the revenue report. For example, `s.products="Mens;Socks;1;4.50,Womens;Socks;1;4.50"` would pass $9 in revenue to reporting.

> ***Note:*** *Revenue is not multiplied if quantity is increased in a single product. For example,* `s.products="Womens;Socks;5;4.50"` *does not pass $22.50 into reporting, it passes $4.50. Make sure your implementation passes the total revenue for the quantity listed* (`s.products="Womens;Socks;5;22.50"`).

- The **Revenue** report rounds the total amount for a time period to the nearest currency value. It does not round each individual product or hit.
- Because marketing reports round each day to the nearest whole currency, comparing the sum of each day to the monthly total is off by a very small amount. This is because the monthly total is not the sum of each rounded day, it is the absolute sum rounded to the nearest whole currency.
- You can create a report that does not round revenue to the nearest whole currency by using a *calculated metric*.

- Unless using the `purchaseID` variable, users refreshing the page may inflate revenue as it sends this data to Adobe multiple times.
- Hourly breakdowns are based on the report suite's time zone.
- This report does not contain line items. It can only be viewed in trended format.
- Granularity of hour, day, week, month, quarter, and year can be applied. These granularities are available depending on the reporting date range.
- This report can be broken down by the following reports (depending on organization and report suite settings):
  - **Time Spent per Visit** report.
  - **Pages and Site Sections** report.
  - **Videos** report.
  - **Page Depth and Entry Pages** report.
  - Most **Traffic Sources**reports, including **Search Keywords**, **Search Engines**, and **Referring Domains** reports.
  - **Tracking Code** report and all associated classifications reports.
  - **Products variable** report and all associated classifications reports. Also **Categories** reports.
  - Almost all **Visitor Profile** reports, excluding **GeoSegmentation** reports.
  - All **Custom Conversion** variables reports with basic subrelations.
- Breakdowns are not available by hour.

Product-Specific Properties

Version 13.5

- This report can be accessed by going to **Conversion** > **Purchases** > **Revenue**.
- **Traffic Sources** breakdowns can be found under **Finding Methods**.

version 14

- This report can be accessed by going to **Site Metrics** > **Purchases** > **Revenue**.
- In addition to all previously listed breakdowns, **First and Last Touch Marketing Channel** breakdowns are available.

Version 15

- This report can also be accessed by going to **Site Metrics** > **Purchases** > **Revenue**.
- In addition to the previously mentioned breakdowns, **List** variables and the current **Video** variables can be used.
- This report can utilize segments.

Ad Hoc Analysis

- You can break down each item in this report by all other reports and variables, allowing you to see breakdowns by any granularity that you'd like.
- You can use all **conversion** and **traffic** metrics alongside **Revenue**. You can use different allocation for all **conversion** metrics.
- This report can utilize multiple highly advanced segments.

If this report is not available in the specified location, check with your administrator. They may have changed the default name or menu structure to better serve your organization's unique needs.

Screen Height Report

Shows the screen height for various mobile devices and the number of views for each screen height. You can also view the Screen Size report to see both the screen height and width.

Screen Size Report

Groups mobile device hits to your site by the screen size of the device. The report shows each screen size, the number of visitors to your site that used each screen size, and each screen size as a percentage of the total views. The Screen Size report shows both the height and width of the screen size as compared to the Screen Height report and Screen Width report.

The reported screen size does not indicate the orientation of the device. Regardless of screen orientation, each device has a fixed screen resolution in the report. This size is based on research that determines which orientation is more likely. This means you might see sizes such as 768x1024 and 1024x768 in the same report with each size representing one or more different devices.

Screen Width Report

Shows the screen width for various mobile devices and the number of views for each screen width. You can also view the Screen Size report to see both the screen height and width.

Search Engines Report

Displays which search engines visitors use for All, Paid, and Natural searches.

Search Engines - All: Displays which search engines that people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.

Search Engines - Paid: Displays which paid-keyword search engines that people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.

Search Engines - Natural: Displays which natural-keyword search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.

Search Keywords Report

Reports that display a breakdown of search keywords.

Search Keywords - All: Displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.

Search Keywords - Paid: Displays a breakdown of each paid search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.

Search Keywords - Natural: Displays a breakdown of each natural search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.

Allocation, Expiration, and Special Values

	Marketing reports & analytics (SiteCatalyst)	Ad hoc analytics	Data warehouse
Metric Allocation	Original Value (default) Can be changed to linear.	Most Recent (can be changed to linear using the linear version of a metic)	Original Value (default)
Values Expire After	Visit – can be shortened but not lengthened	Visit	Visit
Value Limits	No limits (might change in a future release)	No limits (might change in a future release)	none
Special values	"None": site wide totals that did not have a keyword during the visit. "Keyword Unavailable" is searches where the keyword was removed from the search and is not sent to data collection. This typically occurs when a customer is signed in to a Google account. Applies to paid and natural.	(low-traffic) represents values past the first 500k that haven't received enough traffic to be reported.	Empty - equivalent of "None", site wide totals that did not have a keyword during the visit. "Keyword Unavailable" is searches where the keyword was removed from the search and is not sent to data collection. This typically occurs when a customer is signed in to a Google account. Applies to paid and natural.

Report History

Date	Change
1/16/2014	Data warehouse was updated to match the logic used by marketing reports & analytics. Before this date, search keywords did not persist across the visit.

Servers Report

Lets you group pages that are hosted by a particular server. This report lists all of the servers of your website, and tells you which servers are being accessed the most. For example, if you have a website that is hosted on two different servers, you might want to see if one server is serving more impressions than the other server.

Shopping Cart Report

Displays the number of shopping carts that are opened during the specified time period. You can run reports to analyze cart views, additions, removals, and checkouts. A shopping cart is usually opened when a customer selects an item for purchase, but can occur without an item as well.

You can use the **Carts Report** to:

- Determine patterns, highs, or lows in the number of carts opened on your site.

- Examine specific time periods learn more information about the metrics that specifically contributed to the opening of the cart.

Single Page Visit Report

Not to be mistaken with the **Single Page Visits** metric in ad hoc analysis, the **Single Page Visits** report shows the pages your website visitors enter and exit, without taking steps to view any other pages.

This report is most commonly used in the context of the **Pages** report, however it can also be viewed in all traffic variables with **pathing** enabled. You can use this report to identify entry pages that are least likely to compel a visitor to explore your site further, or to determine how many visits consist of a single page. This information lets you optimize content to reduce exits on those pages.

Properties of Report

- An identical report can be retrieved by pulling a **Pages** report, using **Single Access** as a metric.
- A single page visit is considered a visit containing one unique value, not a single image request.
  - In the context of a *pages report*, only one unique page can fire within the visit.
  - In the context of a *site sections report*, a single unique site section fires within the visit.
  - In the context of a *traffic variable*, a visit populates this report if a single unique value is fired.
- Single page visits can consist of many image requests, as long as the variable in context of the report contains a single unique value. As soon as a second unique value is populated, the visit is no longer considered a single page visit.
- This is considered a type of pathing report. By default, the **Pages** variable has pathing enabled. However, any traffic variable has this capability as well. Enabling pathing on additional traffic variables is dependent on your contract. Contact your organization's Account Manager for details.
- This report can use a search filter to locate specific line items.
- This report can be viewed in both *trended* and *ranked* formats.
- No breakdowns are available in this report.
- The only metric available within this report is **Visits**.
- In version 13.5, this report can be located in **Paths** > **[Traffic variable]** > **Complete Paths** > **Single Page Visits**. In version 14 and Version 15, this can be located in **Paths** > **[Traffic variable]** > **Entries & Exits** > **Single Pages Visits** (given the menu is not *customized*).

Site Analysis Report

An ad hoc analysis report. Site Analysis displays how visitors move through specified pages and events. For example, you can see the flow of traffic between pages, the affinity between products and marketing channels, and how campaigns and channels flow to product orders. You can drag pages, dimension items (and lists), and metric events. Each cylinder represents one or more dimension items (pages) or an event. Arrows represent the flow between the cylinder values. Metrics are assigned to cylinder positions (X and Y), cylinder width, cylinder height, and color. The position, size, and color changes depending on the metric values.

Drag items from tool panes to add them to the graph or the dimensions field.

Right click cylinders to edit or remove them.

Table 3: Options

Option	Description
Show Site Analysis At (Visit or Visitor)	Lets you switch between **Visit** and **Visitor** to analyze visitor pathing. These settings help you understand visitor engagement at the visitor level, across visits. Site Analysis, Flow, and Fallout reports are enabled for visitor pathing. Changing this setting reruns the report, constraining the data to the selection.
Add Checkpoint	Displays the **Checkpoint Editor**, from which you can select dimensions or events to add to the display.
Replace Chart	Replaces the Site Analysis chart with the checkpoints you add to the editor.
Fit to Screen	Restores a chart's original view.
Aerial View	Provides a top-down view of the chart.
Toggle Grid	Toggles the grid on or off.
Dimension	The item on which you are reporting. Drag the item from Dimensions

Table 4: Right-Click Options

Option	Description
Edit	Lets you add or remove pages to a cylinder.
Remove	Lets you remove a cylinder.
Reports	Lets you launch another report from the cylinder.
Save Chart As	Lets you save the chart as a `.png` or `.jpg`. If you change the chart controls (graph angle, size) before saving, the changes are preserved in the output.
Copy Chart to Clipboard	Copies the chart for pasting into another application. If you change the chart controls (graph angle, size) before saving, the changes are preserved in the output.

Site Content Reports

Displays information about which pages and areas of your site are most active and which servers are getting the most use.

Site Content Reports

- *Pages Report*
- *Site Sections Report*
- *Hierarchy Report*
- *Servers Report*
- *Links Report*
- *Pages Not Found Report*

Site Metrics Report

Site Metrics reports display quantitative information about your website. For example, they show how many times visitors looked at pages, the numbers of purchases made from specific pages, the time spent on pages, revenue, and similar quantitative data. Each of these reports is a metric that you can place in other item-based reports.

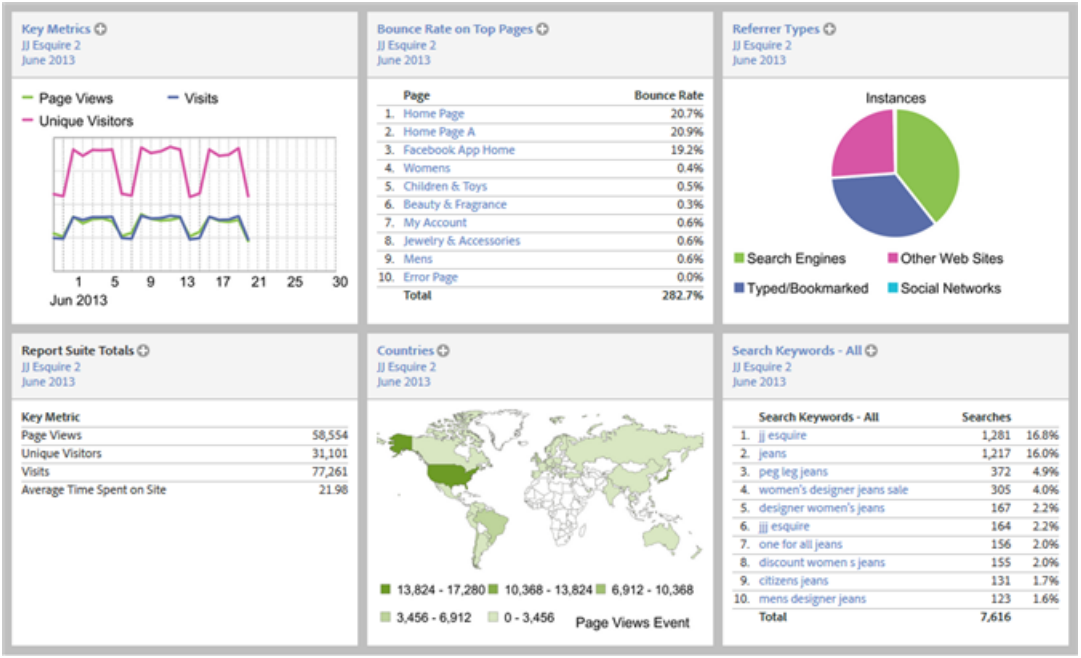
Metric reports are *trended* over time. Meaning, you can apply time and day-of-week granularity to these reports.

- *Site Overview Report*
- *Key Metrics Report*
- *Page Views Report*
- *Visits Report*
- *Visitors Report*
- *Time Spent per Visit Report*
- *Time Prior to Event Report*
- *Purchases Report*
- *Shopping Cart Report*
- *Custom Events Report*
- *Bots Report*

For descriptions of all metrics, see *Metric Descriptions*.

Site Overview Report

The **Site Metrics** > **Site Overview** report displays at login and lets you immediately view and interact with relevant data. You can edit the layout, save it as a dashboard, and drill into the data for deeper analysis.



Click **Layout** in the toolbar to customize this report and save it as a dashboard.

If you designate a dashboard to display as the landing page, this report does not display automatically.

Site Sections Report

Shows the areas of your site that are accessed most by your visitors. Site Sections can include groups of products, similar to categories, which you define. For example, you might have a Cameras group of pages, a Computers group, and so on. Data for the Conversion Site Sections Report is imported from the Site Section Report in the Traffic group, which receives its information from the *channel* variable in the tracking code. You can use this report to identify the greatest impact on site statistics from items in varying site sections.

- This report references data directly from the *s.channel* variable implemented on your website.
- This report can be viewed in both trended and ranked formats.
- This report can use a search filter to locate specific line items.
- Classifications can be used in this report, allowing you to rename and consolidate line items.
- Correlations can be created with any other traffic variable via Admin Tools.
- This report can utilize the following metrics:
  - **Pageviews**: the number of times the *pageName* variable or URL was defined (set as the default metric)
  - **All pathing metrics**: Visits, Average Page Depth, Average Time Spent on Page, Entries, Exits, Reloads, and Single Access
  - Depending on your organization's and report suite settings: Daily, Weekly, Monthly and Quarterly Unique Visitors can be enabled on this report.
  - **All standard eCommerce metrics**: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, and Cart Removals
  - **All custom events**: Events 1-80, and Events 81-100 if on H22 code or higher.

All conversion events in the **Site Sections Report** use last allocation. You will see conversion divided across pages that do not contain success events within your implementation. This is different than the *Pages Report*, which uses linear allocation.

Product Specific Information

Interface	Description
Version 15	**Site Content** > **Site Sections** In addition to correlations, this report can utilize the following breakdowns: • • Any classified reports based on this report • **Tracking Codes Report** • **Products** and **Categories** reports • **Customer Loyalty Report** • Any fully-subrelated conversion variables • **Marketing Channels First and Last Touch** • **Target** > **Campaigns** report (if enabled) • Time Spent per visit • SiteSections • Entry Pages • Most Traffic Sources reports • Visit Number • Many Visitor Profile Reports • All conversion variables and list variables • Visits as well as Daily, Weekly, Monthly, Quarterly, and Arbitrary Unique Visitors are available. • This report can utilize segments.
Ad hoc analysis	• Ad hoc analysis can break down the Site Sections report by essentially all other reports within the marketing report interface. • In addition to all previously mentioned events, can utilize all conversion and traffic metrics, as well as use different allocation for all conversion metrics. • This report can utilize multiple highly advanced segments.
Version 14	**Site Content** > **Site Sections** In addition to correlations, this report can utilize the following breakdowns: • Any classified reports based on this report • **Tracking Codes Report** • **Products** and **Categories** reports • **Customer Loyalty Report** • Any fully-subrelated conversion variables • **Marketing Channels First and Last Touch** • **Target** > **Campaigns** report (if enabled)

Site Sections Depth Report

Available if pathing is enabled. *Clicks to page* indicate the number of page views that preceded the visitor's first page view within the given site section.

Site Sections Summary Report

A summary report for site sections that displays previous-page entry points, next-page exit points, and information about instances (called page views in this interface), site sections depth, time spent on site sections, and so on.

Again, the Page Views shown under **Details** should be interpreted as Instances:

Details	
Total Site Sections Views during this reporting period	17,964 Page Views

Survey Report

Survey reports display data about how visitors respond survey questions from surveys that you configure in Adobe Survey.

See the *Survey* help system for more information.

Target Report

View and segment your Target traffic data in a marketing report.

Examples include:

• Measuring the success of Target campaigns through your KPIs.

• Subrelating Target campaign and recipe data with marketing conversion variables.

• Subrelating other marketing reports with Target campaign and recipe traffic data.

By leveraging data in marketing reports, you can drill into your Target recipes using subrelations and detect high performing segments that are ideal for future tests and potentially targeted campaigns. The marketing report displays analytics conversion data rather than conversion data from Target.

See the *Target* help system for more information.

Target Activities Report

Shows the list of activities (campaigns) you have configured in Target. Requires that the Analytics for Target integration be enabled.

Target Experiences Report

Shows the list of experiences (recipes) you have configured in Target. Requires that the Analytics for Target integration be enabled.

An experience, sometimes called a recipe, defines the content that displays in an mbox in Adobe Target.

Target Lift and Confidence Report Type

Lets you assess the success of campaigns in Adobe Analytics in the same way you have done in Target Classic in the past.

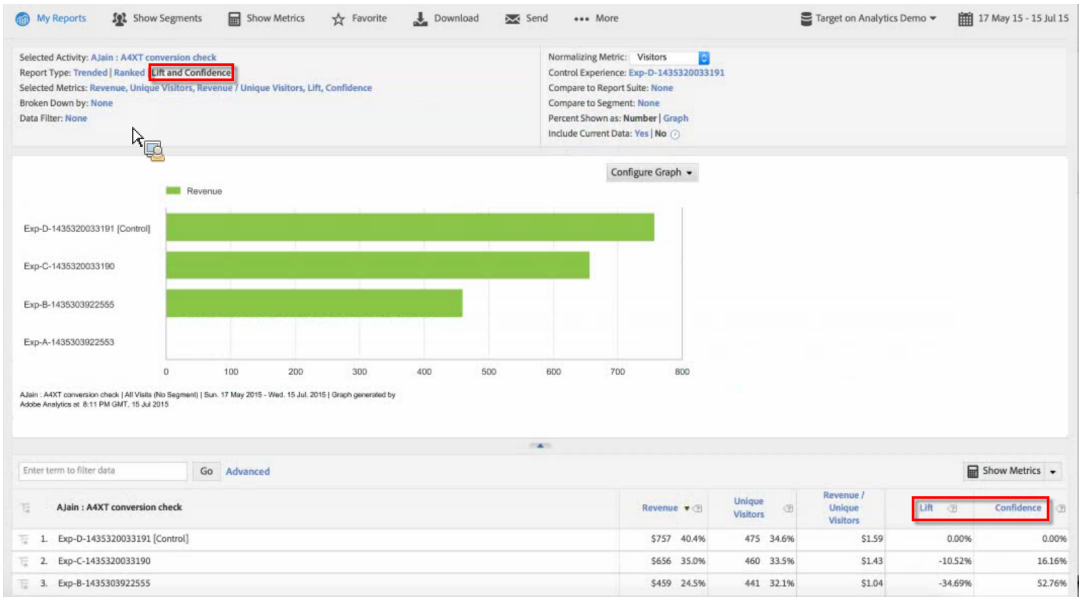
Analytics > **Reports & Analytics** > **View All Reports** > **Adobe Target** > **Analytics for Target** > **Target Activities**.

The Adobe Target documentation contains more information on *Lift* and *Confidence*.

To calculate Lift and Confidence:

1. In the **Target Activities** report, click on an activity to bring up its details.
2. Under Report Type, select **Lift and Confidence**.
3. Click **Show Metrics** to add one metric. You cannot add more than one metric for this type of report, since it is best practice to evaluate a test by only one metric. More metrics would only add noise and reduce the signal of the test.
4. (Optional) Under **Normalizing Metric**, select one of the following: Visitors, Visits, or Impressions. Most of the time, this will be the default, Visitors.
5. The report will add these metrics, including the ratio between metric and normalizing metric.

Report Settings



Setting	Description
Selected Activity	The Target activity that you are currently viewing and calculating lift and confidence for.
Report Type	This is where you select Lift and Confidence - they will appear as metrics in the report results below.
Selected Metrics	Shows the metric you selected (in the example above, Revenue), the normalizing metric (Unique Visitors), the ratio between those 2 metrics, and then the Lift and Confidence calculations in comparison to the Control Experience.

Setting	Description
Broken Down by	You can further break down the report by other reports.
Data Filter	Lets you apply specific filters to this report.
Normalizing Metric	You can normalize using Visits, Visitors, or Impressions. The normalizing metric becomes the denominator of the lift calculation. It also affects how the data is aggregated before the confidence calculation is applied.
Control Experience	The Target experience to which you are comparing and for which you are calculating lift.
Compare to Report Suite	Lets you choose other report suites to compare to.
Compare to Segment	Lets you choose segments to compare to.
Percent Shown as Number/Graph	Shows the Lift and Confidence percent as a number or a graph.
Include Current Data	The Include Current Data option in Reports & Analytics lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making.

Technology Reports

These reports display information about browsers, operating systems, monitor resolutions, and so on, that visitors use.

Report	Description
Browsers	Identifies the types and versions of browsers that visitors use. This data gives you an understanding of your audience's Web sophistication level and can justify optimizing your site for particular browser features. You can use this report to design pages to meet your visitors' needs, identify audience preferences, and test pages in popular browsers.
Browser Types	Classifies the browsers visiting your site into their major families, such as Microsoft and Google. For example, a **Browsers Report** that shows 100 daily unique visitors using Microsoft Explorer 8.0 and 200 using Microsoft Explorer 6.0, would 300 visitors using Microsoft in the **Browser Types Report**.
Browser Width	Displays the most common widths of the browsers (in pixels) your visitors use to view your site.

Report	Description
Browser Height	Displays the most common heights of the browsers (in pixels) your visitors use to view your site.
Operating Systems	Displays the operating systems visitors use.
Monitor Color Depths	Displays your visitors' most popular color-depth settings as configured on their computer. Color-depth refers to the number of colors that can be displayed on the screen.
Monitor Resolutions	Displays the screen resolutions visitors most commonly use, as configured on their computers.
Java	Displays the percentage of visitors that use Java.
JavaScript	Displays the percentage of visitors that have JavaScript turned on or off.
JavaScript Version	Displays the versions of JavaScript your visitors' browsers use while viewing your site.
Cookies	Displays the percentage of your visitors that prefer to use cookies while browsing.
Connection Types	Displays the percentage of visitors that use high-speed Internet connections versus slower dial-up connections.
Mobile Carrier	This report shows the wireless service provider (Verizon, AT&T, Sprint, and so on) used by site and app visitors.

Time Prior to Event Report

Displays the amount of time that passes before a selected conversion event occurs in a visit. You can see the time difference between an image request that starts a visit and an image request that fires the specific conversion event. This report is useful to determine the amount of time people are taking from arriving on your site to hitting a success event, such as a form submission or placing an order.

In ad hoc analysis, this report is found under **Paths** > **General** > **Time Prior to Event**.

In marketing reports, it is found under **Site Metrics** > **Time Prior to Event**.

Time Spent on Page Report

Displays the amount of time visitors spend on the page

See *Time Spent* for metric information for more information.

Time Spent on Site Section Report

Displays the amount of time visitors spend on site sections.

See *Time Spent - Site Sections Calculation Example* for more information.

Time Spent per Visit Report

Displays the amount of time that visitors spend on your entire site during each visit. The time spent per visitor is calculated in seconds. You can use this report to gauge how long people are staying on your site, identify what site content or promotions are engaging visitor interest, and to find out why you have high traffic but short visits.

Note: *See Time Spent for metric calculation examples.*

General Properties of the Report

- This report is automatically populated based on the timestamp of the first and last image request of a visit.
- This report requires at least two image requests per visit in order to populate data. Visits with a single image request are not included in this report. Meaning, this report will not match the visits report for the same time period.
- Only nine line items can be displayed in this report:
- • Less than 1 minute
  - 1-5 minutes
  - 5-10 minutes
  - 10-30 minutes
  - 30-60 minutes
  - 1-2 hours
  - 2-5 hours
  - 5-10 hours
  - 10-15 hours
  - There cannot be buckets higher than this, because a visit expires after 12 hours of activity.
- The following metrics can be used in this report (depending on organization and report suite settings):
- • Visits (Report Specific)
  - All standard eCommerce metrics: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, Cart Removals.
  - All custom events: Events 1-80, and Events 81-100 if on H22 code or higher
- This report can be viewed in trended and ranked formats.

Product-Specific Properties

Version 13.5

- This report can be accessed by going to

  Paths > Pages > Complete Paths > Time Spent per Visit

  .
- A pie graph is displayed instead of bars when in ranked format.

Version 14

- **Site Metrics** > **Time Spent per Visit** (provided the menu is not customized).
- This report can be broken down by the following reports when in ranked format:
- • Tracking Codes report and classifications
  - Products and Categories reports
  - Customer Loyalty report
  - All fully-subrelated eVars

Version 15

- This report can also be accessed by going to

  Site Metrics | Time Spent per Visit

  .
- Visits (Report Specific) are replaced by Instances.
- In addition to all the breakdowns listed in version 14, this report can also be broken down by the following:
- • Pages and Site Sections, and all associated classifications
  - Entry Pages
  - Most Traffic Sources reports
  - Visit Number
  - Many Visitor Profile Reports
  - All conversion variables and list variables
  - Target report
  - Marketing Channels First and Last Touch
- Visits, Daily Unique Visitors, and Unique Visitors are available as metrics.
- This report can utilize segments.

Ad Hoc Analysis

- You can break down the Time Spent per Visit report by essentially all other reports in the marketing report interface.
- In addition to all previously mentioned events, you can use all conversion and traffic metrics, as well as different allocation for all conversion metrics.
- This report can use multiple highly advanced segments.

Time Zones Report

Displays the time zones from which your visitors are coming. The graph shows a map of the world. If you received visitors from a particular time zone, a colored column appears in that time zone, reflecting the number of visitors you received in the given time period. All time zones are present in Greenwich Mean Time (GMT), which is the international time standard.

This report You can use this report to:

- See what part of the world generates most of your traffic
- Know which time zones are giving you the most traffic. This will help you accommodate or customize your content for those areas

If this report is not available in the default location, please check with your administrator, who may have changed the default menu structure.

How Roll-up Report Suites Display Time Zones

Roll-up report suites roll up data for child report suites with different time zones. The roll-up report suite is set for a single time zone, and transposes the relative corresponding time zones for each child report suite. For example, if the roll-up report suite shows 7:00 p.m., and three child report suites were included, each set to Eastern Standard Time (EST), Mountain Standard Time (MST), and Pacific Standard Time (PST), the roll-up would show page views that occurred at 7:00 p.m. in the respective time zones.

Top Level Domains Report

Displays how customers from different countries impacted your success metrics. This report identifies world regions that visitors come from based on their originating domain extension.

The originating domain refers to the domain through which the user is browsing the web (meaning, the ISP), rather than the referring domain that brought the user to your site. Domains ending in Commercial (.com), Network (.net), Education (.edu), Government (.gov) and Organization (.org) are usually based in the United States, and are listed separately from the rest of the countries.

All other countries have specific domain extensions, such as Brazil (.br) and the United Kingdom (.gb). Marketing reports recognize all country extensions. You can use this report to help you to tailor content on your site to people from the countries that generate the majority of your revenue and to decide if you need to create different instances of your entire site.

Totals Report

An executive-level report that shows bottom-line figures. It contains data for total revenue, page views, and orders. You can segment the report and add additional metrics to view additional data.

Tracking Codes Report

Measures how various advertising tracking codes affect different conversion events on your site. This report can be used to measure what specific campaigns are performing better for different success events, or to see how campaigns are helping or hindering your site's initiatives, such as which campaigns are generating the most revenue.

General Properties

- This report references data directly from the *s.campaign* variable implemented on your website.
- The variable this report is based on is a *conversion variable*. Meaning, it can persist beyond the page view and associate itself with metrics within its specified expiration.
- The report's default metric is Revenue. You can change this default value in the **Report Suite Manager** in **Admin Tools**. (**Edit Settings** > **Individual Report Settings** > **Default Metrics**.)
- This report can be viewed in both trended and ranked formats.
- This report can use a search filter to locate specific line items.
- The **Campaigns** and **Creative Elements** reports are classifications based on this report, and are automatically created with each report suite.
- SAINT Classifications can be used in this report, allowing you to rename and consolidate line items.
- You can break down this report by the following reports (depending on organization and report suite settings):
  - Time Spent per Visit

- Pages and Site Sections reports, with all related classifications
- Page Depth, Entry Pages and Original Entry Pages
- Most traffic sources reports
- Visit Number and Customer Loyalty
- Many Visitor Profile and Technology reports, excluding GeoSegmentation
- All custom conversion variables

- The following metrics can be utilized in this report (depending on organization and report suite settings):
  - Click-throughs: the number of times the *s.campaign* variable is defined
  - All standard eCommerce metrics: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, Cart Removals.
  - All custom events: Events 1-80, and Events 81-100 if on H22 code or higher
  - Visits and Visitors: availability is dependent on organization and report suite. Contact your Account Manager for additional information.

Version 13.5 Properties

- Click **Conversion** > **Campaigns** > **Tracking Code** to locate this report.
- Traffic Sources breakdowns can instead be found under **Finding Methods**.
- The **Pages** and **Site Sections** breakdowns are found under **Site Path**.

version 14 Properties

- Click **Conversion** > **Campaigns** > **Tracking Code** to locate this report, unless the menu is customized.
- In addition to all the breakdowns listed, you can also break down this report by First-Touch and Last-Touch in Marketing Channels.

Version 15 Properties

- Click **Conversion** > **Campaigns** > **Tracking Code** to locate this report, unless the menu is customized.
- In addition to all the breakdowns listed above and in version 14, this report can also be broken down by all *List Variables*.
- Page Views, Visits, and Unique Visitors are available as metrics.
- This report can make use of segments.

Ad Hoc Analysis Properties

- In addition to most out-of-the-box conversion variables, you can break down the Tracking Code report by all other reports within the reporting interface.
- In addition to eCommerce and custom events, you can use all conversion and traffic metrics, as well as use different allocation for all conversion metrics.
- This report can use advanced segments.

Traffic Reports

Traffic reports give you in-depth insight into how visitors interact with your website.

Traffic reports let you:

- Analyze critical aspects of visitor behavior.
- Monitor and understand traffic patterns.
- Determine popular site content.
- Segment visitors by any measurable criteria.

Some out-of-the-box reports contain both Traffic and Conversion metrics (such as the **Search Engine** reports). However, **Traffic** and **Conversion** reports are unique to your organization and are displayed in the **Traffic** and **Conversion** menus.

Common Persistence

In Traffic Sources, all report values persist and receive credit until they are overwritten or until the visit ends, whichever comes first. Previously, only Keywords and Referring Domains persisted. For example, if a visitor performs a Google search for *DVD*, which brings them to your site for a $100 purchase, the report allocates $100 credit to the keyword *DVD* and also to the Google search engine. This functionality is unalterable, regardless of admin settings.

Traffic Sources Report

Displays information about the places on the Web that drive traffic to your site. You can see which search engines and web sites outside your domain send visitors to you.

The reports in this menu fall into three basic categories:

• Search engines

• Search keywords

• Referrers and referring domains

Report	Description
Search Keywords - All	Displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.
Search Keywords - Paid	Displays a breakdown of each paid search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.
Search Keywords - Natural	Displays a breakdown of each natural search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.
Search Engines - All	Displays which search engines that people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.
Search Engines - Paid	Displays which paid-keyword search engines that people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.

Report	Description
Search Engines - Natural	Displays which natural-keyword search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.
All Search Page Rankings	Displays the rank of your site from among all listings for your visitor's searches, including paid and natural search page ranking data. For example, a user who comes to your site from a search engine might have seen you on the third of one hundred pages of results. This can help you quickly see and optimize search engine efforts. Data for this report can be viewed for all but the **Hourly** time period.
Referring Domains	Shows the domains that referred the customers that most impacted your site's success metrics. Referrers fall into two main categories: Domains and URLs. Domains refer to the domain name, and appear as the base domain without the query string or subdirectories attached. URLs include the base domain name, as well as any query strings or subdirectories.
Original Referring Domains	Displays the original referrers that produced the customers on your site. Customers can visit your site multiple times, and have a different referrer for each visit. This report is useful to see how visitors were referred the first time they arrived at your site. This can help you see if they continued to use the same referrer, and view patterns in how customers are referred to your site. You can view the number of visitors generated by an original referrer or discover how much revenue each original referrer was responsible for producing. **Referrer** reports can be populated each time a visitor comes to your site, even if the visitor comes to the site multiple times during a session (before the visit expires.)
Referrers	Displays the domain or URL where your visitors came from before they arrived at your site, the methods visitors use to find your website, and the number of visits to your site that came from these referring locations. For example, if a visitor clicks a link from Site A and arrives at your site, Site A is the referrer if it is not defined as part of your domain. During implementation, your implementation consultant can help you to define the domains and URLs that are part of your website (this can also be done after implementation.) Any domains or URLs that are not part of those defined domains and URLs are considered referrers. For example, if web page A and web page B are added to the internal URL filter, but web page C is not, then web page C is considered a referrer. See *Internal URL Filters* ***Note:*** *Analytics records a referring domain as an email when visitors click an emailed message link containing the protocol* `imap://` *or* `mail://` *and arrive at your site.*

Report	Description
	For example, anything coming from `http://mail.yahoo.com` is not counted as an email referrer because the protocol is `http://`. Emails from Outlook are reported in the **Typed/ Bookmarked** line. Any referrer with an HTTP protocol where the domain is a known search engine is reported in the **Search Engine** line.
Referrer Types	By tracking and recording the visitors' referring sites for each visit, you can determine how visitors found out about your site for each visit. The list below defines the various types of referrers. • Hard drive referrers are recorded when visitors click a link in an HTML document located on their own hard drive and arrive at your site as a result. • Other website referrers are recorded when visitors click a link located on a page on another website (not defined as part of your site) and arrive at your website. • Search engine referrers are recorded when visitors use a search engine to access your site. • Typed / Bookmarked referrers are recorded when visitors type your site's URL directly into their browser, or if they access your site by selecting bookmarks.

Unique Customers Report

A Unique Visitor who makes a purchase. A Unique Customer is counted once for that time frame but cannot be counted again, no matter how many times the visitor returns to make a purchase. A Unique Visitor is counted once for the first visit in a specified period and not counted again until the period expires. After the period expires, the Unique Visitor is counted again. Unique Customers are always counted as Unique Visitors because they must visit the site in order to make the purchase.

Period-based Unique Customers (Hourly, Daily, Weekly, and so on) reports are also available, similarly to period-based Unique Visitors reports.

Unique Visitors Report - Analytics

Shows you the number of unique visitors who accessed your site. Each visitor is counted once, regardless of how many times the person visits your website.

Sample Data

Refer to the following table for examples on this page. The same visitor is represented here:

Date	1/1/2012	1/1/2012	1/2/2012	1/2/2012	1/2/2012	1/3/2012	1/4/2012
Page	A	C	A	B	C	D	E
eVar	T, U	V	W		X, Y	Z	Z

Unique Visitors Report - Trended Metric

Unique Visitors reports in Version 15 behave similarly in ad hoc analysis. For each hit where the visit occurs, the visitor is counted on that hit. Each page receives credit having the visitor on that page.

Page	Unique Visitors
A	1
B	1
C	1
D	1
E	1
Total	1

Also, each date receives credit for having that visitor on that date.

Date	Unique Visitors
January 1	1
January 2	1
January 3	1
January 4	1
Total	1

Unique Visitors Report Broken Down by *Page*.

You can select a page for **Unique Visitors Report**. In the following report, the visitor visits page A on these dates:

Date	Unique Visitors
January 1	1
January 2	1
January 3	0
January 4	0
Total	1

Period-Based Unique Visitors (Trended)

You can run Hourly, Daily, Weekly, Monthly, Quarterly, and Yearly **Unique Visitors Reports** (trended).

Period-based unique visitors are counted only on the first visit during the specified period. For example, Hourly Unique Visitors are counted for the first visit during the specified hour. Daily Unique Visitors are counted for the first visit on the specified day.

Date	Weekly Unique Visitors
January 1	1
January 2	0
January 3	0
January 4	0
Total	1

The following report would display for Daily Unique Visitors.

Date	Daily Unique Visitors
January 1	1
January 2	1
January 3	1
January 4	1
Total	4

The metric totals can change based on the date range of the report. Marketing reports start counting time-based Unique Visitors from the beginning of the date range. For example, if the date range is January 2 through January 3, the following results would be shown for Weekly Unique Visitors:

Date	Weekly Unique Visitors
January 2	1
January 3	0
Total	1

Note: *version 14 would not use a date range to determine the line item that receives credit. Version 14 would process this scenario from the beginning of the period.*

Segmentation

You can use segmentation to change the date range to include later dates instead of earlier dates. For example, assume that the date range is still January 2 through January 3 (as shown in the preceding table). If you apply a segment where Page = C, January 2 would not pass the segment, and the first hit of the Weekly Unique Visitor would be on January 3. If instead you applied a segment where Page = D, then both January 2 and January 3 would be excluded. No results would be shown for the Weekly Unique Visitor and they would be excluded from the total.

Period-Based Unique Visitors Reports

These reports use a particular page, prop, and attribute (example: where Page = A).

Suppose that you trend a **Pages Report** with a period-based Unique Visitor metric. If there is a breakdown or variable selected for period-based Unique Visitors reports, marketing reports count all unique instances of the visitor and attribute pair. For the visitor's first hit, this processing is no different from the preceding examples. For subsequent hits, these reports include hits that the reports above do not, if the page is different.

For Weekly Unique Visitors where Page = A, marketing reports exclude January 2 from the totals. This exclusion occurs because marketing reports already counted the Weekly Unique Visitor on January 1. Here is a weekly unique visitors report where Page = A:

Date	Weekly Unique Visitors
January 1	1
January 2	0
January 3	0
January 4	0
Total	1

For weekly unique visitors where Page = B, the only date that it occurs on is January 2, as shown here:

Date	Visits - Weekly Unique Visitors
January 1	0
January 2	1
January 3	0
January 4	0
Total	1

Period-Based Unique Visitor Metrics on Non-Trended Reports

You can add period-based Unique Visitor metrics to non-trended reports, such as a Weekly Unique Visitors metric on a **Pages Report**.

Page	Date of Visit	Visits - Weekly Unique Visitor
A	January 1	1
B	January 2	1
C	January 3	1
D	January 4	1
E	January 5	1
Total		1

A Daily Unique Visitors metric on a **Pages Report** would show:

Page	Date of Visit	Visits
A	January 1	2
B	January 2	2
C	January 3	1
D	January 4	1
Total		4 Daily Unique Visitors

To break down one attribute by another (such as *page* by *eVar*), Analytics allocates a period-based Unique Visitor for each unique instance of the period and page (or the attribute being correlated).

If you break down Page A by eVars T, U, January 2 is excluded because Page A was viewed on January 1. The following results would display for Weekly Unique Visitors:

eVar	Weekly Unique Visitors
T	1
U	1
Total	1

Persistent Cookies

Persistent cookies stay on a visitor's computer between visits so that Adobe can identify visitors in subsequent visits. To see the percentage of users who do and do not accept persistent cookies, select **Filter** > **Persistent Cookies**.

The graph as well as the details view below show both persistent-cookie visitors and non-persistent-cookie visitors. Most often, the number of non-persistent-cookie visitors is negligible.

Units Report

Shows the total units that were ordered for the selected time period. Because you can have many units purchased per order, Units is a vital metric that reveals general inventory movement.

U.S. State

Uses geosegmentation to report on the U.S. state of a visitor.

Video Reports

Displays information about your online media access statistics. Reports display data on video and other media access.

Reports	Description
Video Overview	Displays several aggregate measurements to quickly monitor that video is performing as expected. Graphs let you identify videos that have unusually high views, completion rates, or time viewed. The Top 100 Videos list lets you quickly track the top viewed videos on your site.
Videos	Displays common metrics to view how individual videos are performing on your site.
Video Detail	Displays detailed information about video segment views, average completion, and fall out for a single video.
Video Events and Variables	Additional video metrics include video pathing, segment views, and other custom variables you associate with video. These metrics are viewable in **Video** > **Additional Video Metrics**.

See *Measuring Video in Analytics*.

Video Support Reports

Groups mobile devices based on the types of video formats they support. For example, if a visitor's mobile device supports `.mp4`, the Video Support report increments by at least one when it accesses your site. If the phone supports multiple image formats (such as `.mp4` and `.wmv`), each of those groups in the report is incremented. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.

Virtual Focus Group Report

Takes a visit at random from your visits and shows you an extensive amount of data about the visit. You can use the report to create focus groups from your visitor population.

Visitor Detail Report

Displays visitor information for the last visitors to your site. Each visitor is defined by IP address. Information collected for each visitor is presented in an easy to read table with detail for five visitors listed on each page.

Visit Number Report

Helps you gauge visitor loyalty by tracking the number of times each visitor visits your site. During your selected time period, you can see whether more of the visits were from visitors that came to your site for the first time or the 20th time.

Visitor Profile Report

Reports that help you see purchasing patterns of customers from various profile categories, including countries, states, ZIP/postal codes and domains.

Reports	Description
Languages	Displays your visitors' preferred languages, captures the default browser language, and displays the languages that visitors use most often on your site.
Domains	Lists the organizations and ISPs your visitors use to access your site. This report differs from the **Full Domains** report in that the **Full Domains** report registers the full ISP domain, whereas this report lists the secondary domain.
Top Level Domains	Identifies world regions that visitors come from based on their originating domain extension, and shows how many visitors come from these countries. Domains ending in Commercial (.com), Network (.net), Education (.edu), Government (.gov) and Organization (.org) are usually based in the United States, and are listed separately from the rest of the domains.
Visitor ZIP/Postal Code	Displays the zip and postal codes that produced the customers that had the greatest effect on purchase success metrics.

GeoSegmentation Reports

Technology Reports

Visitor Retention

Displays information about your customer loyalty. You can see how many and how often visitors return to your site. Reports in this category display information about customer loyalty. You can see how many and how often visitors return to your site.

Report	Description
Return Frequency	Shows the number of visitors who returned to your site within one of the following categories (representing the time lapse between visits): less than 1 day, 1-3 days, 3-7 days, 8-14 days, 14 days to 1 month and longer than 1 month.
Return Visits	Shows how many individuals have visited more than once after Analytics began tracking your site.
Daily Return Visits	Displays the number of visitors who visited your site more than once on a given day. A day is defined as the last 24-hour period.
Visit Number	Displays the visit number for each visitor that comes to your site.
Customer Loyalty	Displays purchasing patterns of customers within three categories of loyalty (new, return, and loyal.) The **Customer Loyalty** report shows how much new, returning, and loyal customers contribute to the standard success metrics.
Days Before First Purchase	Displays the number of days that pass between the first time customers visit your site and when they make a purchase.
Days Since Last Purchase	Displays the most common number of days that pass between customers' repeat purchases, and allows you to view the time periods that contributed most to your site's key success metrics, such as Revenue and Orders.
Daily Unique Customer	Identifies the number of different people that make purchases from your site during one day. A daily unique customer is one who makes a purchase from your site for the first time within one day (from 12:01 a.m. to 12:00 a.m.). While one person may make a purchase from your site multiple times during a day, the **Daily Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from your site during the day.
Weekly Unique Customer	Identifies the number of different people that make purchases from your site during one week. A weekly unique customer is defined as person who makes a purchase from your site for the first time within one week. While one person may make a purchase from your site multiple times during a week, the **Weekly Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from your site during the week.
Monthly Unique Customers	Identifies the number of different people that make purchases from your site during one month. A monthly unique customer is a person who makes a purchase from your site for the first time within one month.

Report	Description
	While one person may make a purchase from your site multiple times during a month, the **Monthly Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from your site during the month.
Quarterly Unique Customers	Identifies the number of different people that make purchases from your site during one quarter. A quarterly unique customer is a person who makes a purchase from your site for the first time within one quarter. While one person may make a purchase from your site multiple times during a quarter, the **Quarterly Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from to your site during the quarter.
Yearly Unique Customers	Identifies the number of different people that make purchases from your site during one year. A yearly unique customer is a person who makes a purchase from your site for the first time within one year. While one person may make a purchase from your site multiple times during a year, the **Yearly Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from to your site during the year.

Visitor Zip and Postal Codes Report

Shows the zip and postal codes that produced the customers that had the greatest effect on success metrics. The information for this report is typically obtained during the purchase process, when you know the ZIP or postal code from which the purchase is being made. You can use this report to determine the success of a localized advertising campaign down to a specific town or city.

This report is populated in one of two ways:

- Populating the `s.zip` variable in your Analytics Implementation
- Configuring automatic zip population based on geoSegmentation data. You can configure zip to be populated only when s.zip is not set, or have it populated on every hit regardless. To enable, have a supported user *contact Customer Care*.

See *GeoSegmentation Regions and Postal Code usage by Country* to find out which countries use postal codes.

Visitors Report

Shows the number of unique visitors to your site for a selected hour, day, week, month, quarter, or year. A unique visitor is counted only one time for the selected time frame. Visitors that return to your site are not counted as unique users again until the time frame has passed.

The total value displayed at the bottom of the table is the sum all of the visits for the specified time period and does not always reflect the number of unique visitors. For example, if you run a **Daily Unique Visitors Report** with a time frame of several days, the total can include repeat visitors, because the same visitor might return on the next day and be counted again. However, if you run a **Monthly Unique Visitors Report**, the value in the Totals column accurately reflects how many unique visitors came during the month.

Marketing reports deduplicate visitors based on the report title, independent of the calendar selection. For example, a visitor that visits four separate days in a reporting week is counted once in the Weekly Unique Visitor Report. In a Daily Unique Visitors Report spanning that week, the same visitor is counted four times. Therefore, the total value displayed at the bottom of the report table is the sum all of the visits for the specified time period and does not always reflect the number of unique visitors.

Visits Report

Displays the number of visits made to your entire website during a specified time period.

Report Properties

- A visit is defined as a sequence of consecutive page views without a 30 minute break, or continuous activity for 12 hours.
- After a visit expires, a new visit is started on any subsequent image request.
- A visitor typically contains at least one (but probably more than one) visit.
- The beginning of a visit is the first image request coming from a new visitor, or after an existing user's visit has expired. This can be identified as the Entry Page.
- The end of a visit is the last image request before a visit expires. This can be identified as the Exit Page.

  See *Entries and Exits Reports*.
- Hourly breakdowns are based on the report suite's time zone.
- This report does not contain line items. You view it only in the trended format.
- Granularity of hour, day, week, month, quarter, and year can be applied. These granularity settings are available depending on the reporting date range.

See *Visit Metric* for more information about how the Marketing Cloud processes this metric.

Product Specific Report Information

Product	Navigation
Marketing Reports	**Site Metrics** > **Visits** You can run a **Visits Report** on a selected page. **Version 14**: Visits spanning midnight are counted only on the day the visit started. **Version 15**: Visits spanning across midnight are counted on both the day the visit started and ended. However, the total for the given date range is deduplicated.
Ad Hoc Analysis	**Reports** > **Site Metrics** > **Visits** • You can break down each item in this report by almost all other reports and variables, allowing you to see breakdowns by any granularity. • Visits spanning across midnight are counted on both the day the visit started and ended. However, the total for the given date range is deduplicated. • You can use all conversion and traffic metrics in this report, as well as use different allocation for all conversion metrics.

Product	Navigation
	• This report can use multiple highly advanced segments.

Terms Used in Analytics

Definitions of the terms used in the Marketing Cloud.

Acquisition

The attraction, enticement, gain, or addition of new visitors to your web site. You can create a calculated metric to determine the cost required to acquire each new visitor.

Activity

Marketing activity as part of a campaign. In Adobe Target, activity is your means of controlling what content to show to whom, and when to show it.

Allocation

Conversion variables (eVars) allow Adobe Analytics to attribute success events to specific variable values. Sometimes, variables encounter more than one value before hitting a success event. For these cases, allocation determines which variable value gets credit for the event.

- **Original Value (First)**: The first value seen gets full credit, no matter what subsequent values for that variable are.
- **Most Recent (Last)**: The last seen value gets full credit for the success event, no matter what variables were fired before it.
- **Linear**: All variable values within the visit of the success event receive equal divided credit. If the success event was a currency amount, the currency is split. If it is a counter event, each conversion variable value receives a fraction of the single instance. These fractions are summed then rounded in reporting.

Allocation in Ad Hoc Analysis

Ad Hoc Analysis has the unique ability to report different allocations for conversion variables: the default allocation, last allocation, and linear allocation. If Ad Hoc Analysis is your organization's primary reporting tool, having all conversion variables set to first allocation gives you all available allocation values.

Allocation in Data Warehouse

Data Warehouse uses the same allocation settings as reports & analytics.

Anomaly

An anomaly is detected using statistical modeling to automatically find unexpected trends in your data. The model analyzes metrics and determines a lower bound, upper bound, and expected range of values. When an unexpected spike or drop occurs, the system alerts you to the anomaly in the report.

Calculated Metrics

Calculated metrics enable you to combine metrics to create mathematical operations that are used as new metrics. These metrics can be created for a report to which you add metrics. Administrators can create calculated metrics for all users of a report suite.

For more information on changes to the way calculated metrics are created and managed across Adobe Analytics, refer to the *Calculated Metrics Guide*.

Campaign

Campaigns are defined and used in various ways in Marketing Cloud products.

Product	Description
Marketing Cloud	Campaigns determine what content is displayed to whom (audience), where (locations), and when.
Reports and Analytics	A campaign is a marketing effort used to bring visitors to a specific website. Also, a campaign is a product feature or advertised product concept. If a campaign option were advertising a credit card, the campaign would be a series of creative elements (creatives) advertising the interest rate. A second campaign would be a series of creatives to advertise any value added services that come with the card. See *Campaigns Report*. See *campaign* in the Implementation Guide.
Target	A campaign, also known in Target as *Activity*, is your means of controlling what content to show to whom, and when to show it. There are several types of campaigns, including: • Multivariate test • A/B tests • Optimizing campaigns • 1:1 campaigns • Display ad campaigns • Landing page campaign • Monitoring campaigns See *Campaigns* in Target help.

Channel

Generally, a channel is a section (or category) of your site. For example, a web site might have two channels, one for Weather and one for News.

Product-Specific Information

Channel may have subtle varying definitions in Marketing Cloud products.

Product	Description
s.channel variable	Identifies a section of your site. It groups similar traffic-related content, such as pages or site sections, in your reporting implementation. You can use a channel

Product	Description
	to report visits, visitors, and so on. Page names show the lowest level of granularity while the channel variable shows high-level page groups. See *channel*.
Reports and analytics	Refers to channels as sections and categories of your site. You can group statistics for all page views that occur within any channel.
Marketing channel	Can be an email campaign, display ad, social network, referring domain, or a paid or natural search. See *Marketing Channel Help*.

Classification

Classifications are created by grouping (classifying) granular data from a source report. For example, you might want to analyze display ads, but they are mixed with email, partner, text ad, and social media campaigns. You can create groups so that you can analyze them separately.

There are three types of *classifications* for marketing reporting and analytics:

- **Campaign classifications**: Campaign classifications are defined as elements that will not vary within the campaign, such as campaign name and owner.
- **Creative elements classification**: These vary between placements or instances of the campaign, and include characteristics such as media type, headline, keyword, and media vendor.
- **Metric-specific classifications**: These are fixed numeric values associated with a campaign, such as the hard cost for a campaign. Additionally, you can classify prop and eVar variables.

Clickstream Data Feeds

Raw clickstream data that is collected from web sites, mobile apps, or is uploaded using web service APIs or data sources, is processed and stored in Adobe's data warehouse. This raw clickstream data forms the data set that is used by Adobe Analytics.

As a service, Adobe can deliver this raw data to the customer in a batched manner on a recurring daily or hourly delivery schedule. This service is called the "raw clickstream data feed", or just "data feed." Each data feed comprises the clickstream data for a single report suite.

Conversion Variable (eVar)

The Custom Insight Conversion Variable (eVar) is placed in the Adobe code on selected web pages of your site. Its primary purpose is to segment conversion success metrics in custom marketing reports. eVar variables can be visit-based and can function similarly to cookies on the site. Values passed into eVar variables follow the user for a predetermined period of time, based on configurations made on the **Settings** tab.

Count Repeat Instances

Specifies in ad hoc analysis whether instances are counted in reports. Meaning, if you have multiple sequential values for the same variable you can count them either as one or multiple instances of the variable.

For example, you might see repeat page reloads, which are the number of times that pages on your website are reloaded or refreshed during a single visit. This option lets you specify whether multiple hits on the same page are counted as one, or as multiple page views.

The metric **Single Page Visits** is equivalent to both **Single Access** AND **Bounces** in Reports & Analytics, depending on whether **Count Repeat Instances** is set to Yes or No.

See *Settings Tab - Descriptions* in Ad Hoc Analysis Help.

Correlation

The relationship between two Traffic reports in a report suite. You can run correlation reports by breaking down report data. For example, you can run a correlation breakdown report that shows visitor age group correlated with the type of search engine the visitors use.

Correlations are particularly useful for understanding the relationships between two or more Traffic Custom Insight variables, or other system variables. Correlations come in three sizes (2, 5, and 20), based on the number of items that are correlated together at the same time.

Marketing reports: see *Breakdown Reports*.

Ad hoc: see *Break Down Table Data*.

CPM

Cost per Thousand. Pertains to instances in which the code on the client's web page generates a server call to Adobe, for example, an image request.

CPMM

Cost per Million. Pertains to instances in which the code on the client's web page generates a server call to Adobe, for example, an image request.

Creative Element

Creative elements are characteristics that vary between placements or instances of the campaign, and include characteristics such as media type, headline, keyword, and media vendor.

Custom Traffic Variable (s.prop)

Custom traffic variables, also called props (s.prop) or property variables, are counters that count the number of times each value is sent into Analytics.

Props also let you correlate custom data with specific traffic-related events. These variables are embedded in the Analytics code on each page of your website. Through s.prop variables, Analytics lets you create custom reports, unique to your organization, industry, and business objectives.

For example, if you are an automobile manufacturer, you may be interested in seeing "Most Popular Car Model" to complement your "Pages" report. You can accomplish this by allocating one of your traffic properties to represent car model. Then implement your code to pass in car model on the appropriate pages.

Note: *Analytics supports up to 75 s.prop variables.*

You can enable and name these variables in Admin Tools under **Analytics** > **Admin** > **Report Suites** > **Edit Settings** > **Traffic** > **Traffic Variables**.

Current Data

The **Include Current Data** option on reports lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making. Current Data is enabled by default on all reports that support it.

Data Connectors

Adobe Data Connectors provide a complete development ecosystem to help Data Connectors partners integrate their products and services into the Adobe Marketing Cloud.

Adobe provides a well-defined *process* for creating a Data Connectors integration.

Data Sources

You can use Analytics to create and manage FTP-based Data Sources, which leverages FTP file transfer to import offline or historical data into the Marketing Cloud. After creating a Data Sources instance, the tool provides an FTP location that you can use to upload Data Sources files. Once uploaded, Data Sources automatically locates and processes them. After the files are processed, the data is available for Analytics reporting.

Decision Tree

In data workbench, decision trees are a predictive analytics visualization used to evaluate visitor characteristics and relationships. The Decision Tree Builder generates a decision tree visualization based on a specified positive case and a set of inputs.

A *Decision Tree* is a binary classifier with a set of rules (or filters) identifying visitors who satisfy specific rules based on a positive case. A decision tree sets rules to classify visitors who satisfy (or do not satisfy) this positive case. These rules generate a tree map to provide a level of confidence to meet these positive case results.

Deduplication

The removing of duplicate events and visits from reporting.

Dimensions

Descriptions or characteristics of metric data that can be viewed, broken down, and compared in a report. They are non-numeric values and dates that correlate, sub-relate, or are a classification of the original report type metric.

Examples of dimensions include:

• Page, page names
• Products
• Gender
• Month
• Age
• Day, week, month, etc.
• Loyalty
• Monitor resolution
• Custom eVars and s.prop values

Ad Hoc Analysis

When performing ad hoc analysis, you can base reports on any dimension item. You can break down dimensions by other dimensions to analyse and compare nearly anything. For example, you can view trends across other continuous dimensions like Page Depth. Then you could visualize a metric like Revenue Participation to see how revenue is influenced as a visitor travels deeper into your site.

In the **Dimensions** pane, you can search for dimensions and drag them to the **Table Builder** or the report table. You can sort them based on the following categories:

• Traffic

• Conversion

• Time

• Props

• Evars

• Hierarchy

Data Workbench

In the data workbench, dimensions are set of elements, all of which are of a similar type from the user's perspective. The elements define a set of categories into which data can be grouped. For example, the elements Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday make up a Weekday dimension.

The following dimension types exist:

Countable: A dimension type in which the number of elements in the dimension can be counted by the system. Countable dimensions must be derived from other Countable dimensions. Countable dimensions can be parents of other dimensions or children of other countable dimensions.

Examples: Visitor, Session, Page View, Booking, and Order.

Simple: A dimension that has a one-to-many relationship with a parent countable dimension. A simple dimension can be thought of as representing a property of elements of its parent dimension.

Example: Visitor Referrer is a simple dimension with a parent of the Visitor dimension. Each Visitor can have only one Visitor Referrer (their first HTTP referrer), but many Visitors might have the same Visitor Referrer. Therefore the Visitor Referrer is one-to-many with the Visitor dimension.

Numeric: A dimension that has ordered, numerical values and a one-to-many relationship with a parent countable dimension. A numeric dimension can be thought of as representing a numeric property of elements of its parent dimension. Numeric dimensions are often used to define sum metrics.

Example: The numeric dimension Session Revenue defines the revenue, in dollars, for each Session. Each Session has a single amount of revenue, but any number of Sessions might have the same revenue, so Session Revenue is one-to-many with Session. A metric revenue might be defined as `sum(Session_Revenue, Session)`, giving the total amount of revenue for the selected Sessions.

Many-to-Many: A dimension that has a many-to-many relationship with a parent countable dimension. A many-to-many dimension can be thought of as representing a set of values for each element of its parent dimension. A many-to-many dimension is equivalent to an (anonymous) countable dimension with its parent and a Simple dimension with a parent of the anonymous countable dimension.

Example: The many-to-many dimension Search Phrase has a parent of Session. Each Session can use zero or more Search Phrases, and a Search Phrase can be used in any number of Sessions.

Denormal: A dimension that has a one-to-one relationship with a parent Countable dimension. The element names of the denormal dimension can carry information about the corresponding elements of the parent dimension. A denormal dimension can be thought of as storing an arbitrary string value for each element of the parent. Denormal dimensions can be used with the data workbench server's segment export capability to output details about a subset or segment of a countable dimension. In addition, denormal dimensions can be referenced in metric formulas and worksheet visualizations and can be used (with certain restrictions) to define filters.

Example: The denormal dimension EMail Address has a parent of Visitor. Each Visitor has an EMail Address, and each element of the EMail Address dimension is associated with a single Visitor. Even if two visitors have the same e-mail address, their addresses will be different elements of the EMail Address dimension. A Segment Export can reference the EMail Address dimension to output the EMail Address of each visitor in a Segment.

Time: A dimension that enables you to create a set of periodic or absolute local time dimensions (such as Day, Day of Week, Hour, Hour of Day, and so on) based on a timestamp field that you specify. When defining time dimensions, you also can choose a day other than Monday to be used as the start of a week by specifying the Week Start Day parameter.

Example: The time dimension Session Time has parent of Session. Therefore, the dimension defines a set of time dimensions (Day, Day of Week, Hour, Hour of Day, Month, and Week) whose elements correspond to the times at which visitors' sessions on the site began.

Derived: Derived dimensions, rather than being defined in the dataset configuration based on the data being processed, are defined in the profile based on other dimensions or metrics. Many derived dimensions are created automatically to drive different types of visualizations. For example, when a user builds a site or process map, the data workbench server silently creates a Prefix dimension. Others, such as the reporting time dimensions, are defined by files in the Dimensions directory of a profile.

See the *Data Workbench Metrics, Dimensions, and Filters* guide for more information.

Event Serialization

The process of implementing measures to prevent duplicate events from entering Analytics reporting. Duplicate events can occur when a user refreshes a page multiple times, navigates to a certain page multiple times, or saves the web page to their machine (i.e. some users may save the purchase confirmation page to their computer). Every time they viewed the page, orders and revenue would be counted again if event serialization was not in place.

Exit Link

Any link that takes a visitor away from your site.

Related definitions:

Exit Page: The page that contains the exit link.

Exit Point: The page from which a visitor leaves your site.

Exit Site Sections: The site section from which a visitor leaves your site.

Expiration Trigger

Sets the lifetime of a variable value by letting you tell the system when to expire the variable's value. Expiration triggers can be dates, time periods, or conversion events. It's the event or action that occurs that expires the value of a variable. A campaign variable could be set to expire on purchase. An internal search term can be set to expire with a visit.

Gantt View

The Gantt view provides a quick view of when your site campaigns began and when they ended, and how they affected your site's success metrics. You can see the day each campaign began as well as the day the campaign ended.

Gauge Reportlet

Gauge reportlets show the performance of a specific metric according to a custom-defined scale. You have the option to select a dial, bar, or bulb visualization type, set the scale (thresholds) you wish to use, and define other report details.

Granularity

The level of period-based detail at which you are viewing your report data. Granularity can be daily, weekly, monthly, and so on.

Learn how to *specify report granularity* in marketing reports.

Hierarchy

The hierarchy variable is used to determine the location of a page in your site's hierarchy or page structure. Hierarchies reflect the natural organization of the site. The hierarchy variable is most useful for sites that have many levels in

the site structure. For example, a media site may have four levels to the Sports section: Sports, Local Sports, Baseball, Red Sox. If someone visits the Baseball page, then Sports, Local Sports and Baseball reflect that visit.

Hit

A single image request to Adobe servers, generated when a user requests a resource on a website. A request can result in an error or a successful transmission of any data type. Each Track and Track Link calk generates a hit.

About Hits and Visitor Data

When a user first visits your site, Adobe servers place a cookie containing a *visitor ID* value on the user's computer. Each image request that a user sends into Adobe's servers passes this visitor ID value back to Adobe. Because this value stays the same from hit to hit and from visit to visit (unless the user clears cookies), a series of hits containing the same visitor ID values can be construed to be a single visitor.

Using the time stamps of the hits recorded from each user, analytics can determine when the user made the first image request, and also when the user's inactivity on your site reached 30 minutes, which ends the visit. This process allows Adobe's servers to determine how many visits have been made by a single visitor ID value. The timestamp of each hit also allows reports to sequentialize the hits within a visit, making pathing data possible in reports.

Image Request

An image request is used to send data to Adobe data collection servers. It is also known as a web beacon and is a transparent graphic image no larger than 1x1 pixel. It is placed on a web site or in an email to track visitor behavior. Data collection parameters are attached to the source of the image and read by the data collection server.

Internal Search Term

Search terms typed when visitors are on your website.

KPI - Key Performance Indicator

Key performance indicators simplify web analysis data reporting so that only relevant information is presented in an easily-understood and actionable format.

Lifetime Value

The total amount of a given success metric for a single user, for example, the total number of lifetime visits for a user.

List Prop

A list prop is a traffic variable that can accept multiple values at once. A delimited list of values is passed into the variable, then reported as individual line items. List props are most commonly implemented on pages that contain user-selectable values, such as listed items with check boxes or radio buttons. They are useful in any circumstance where you want to define multiple values in a variable without sending multiple image requests.

Login Company

A login company is a collection of report suites used by your organization. Some organizations have multiple login companies that apply to different parts of the organization. This is especially useful for large organizations that deal with different business units where many report suites are not applicable to others in the company.

Refer to *this article* to find out more about setting up multiple login companies.

Marketing Cloud

The Marketing Cloud is an integrated family of digital marketing solutions, as well as an intuitive interface for new resources and capabilities, called core services, for your business. Solutions include: Reports & Analytics, Ad Hoc Analysis, Data Workbench, Data Warehouse, Visitor Click Map, and Adobe Report Builder.

The **Marketing Cloud Exchange** is a single destination where you can search, browse, select, pay, and download digital marketing extensions via apps. Partners can submit their applications to the Exchange Marketplace with their description, images, videos and documentation.

Master Marketing Profile

The Master Marketing Profile provides the ability for Adobe Marketing Cloud solutions to communicate and share information about website visitors so the same data can be used by each solution. The Master Marketing Profile eliminates the need for customers to use their visitors and their visitor web sessions as the integration point between the solutions by moving the integration point to the Adobe Marketing Cloud.

Metric

Metrics are quantitative information about visitor activity, such as Views, Click-Throughs, Reloads, Average Time spent, Units, Orders, and Revenue. They are the foundation of reports and help you view and understand data relationships. They let you perform side-by-side comparisons of different data sets about your website.

Metrics and associated data are displayed in the columns of reports. Broad categories of metrics include:

Traffic metrics: These show data about the volume of visitors.

Conversion metrics: These show data about success events, such as purchases, downloads, or any other action that you want users to take on your website.

Calculated metrics: These are metrics you create by combining metrics. For example, you can create a metric that subtracts the Keyword Cost and the Cost of Goods from Revenue. This calculated metric lets you see the net revenue. You could then divide this value by Total Orders to see the average net revenue per order.

Video metrics: Marketing reports provide support for tracking a number of video metrics, including total views, time spent, and completion rates.

Social metrics: These help you measure your brand's presence on the social web. Social metrics work with Analytics standard metrics. By combining these with calculated metrics, you can view a report that shows how often a product is mentioned, gauge product sentiment, and see how Social metrics correlate with Analytics key performance indicators.

Multi-Suite Tagging

The ability to send data to multiple report suites using a single image request.

If you have several web entities, a Global Report Suite can give you global totals for Traffic and Conversion Metrics and event Paths. To capture multiple Report Suites, set the multiple IDs into the *s_account* variable delimited by commas.

When you use multi-suite tagging or roll-up functionality to create a global report suite, you need to create a page naming strategy that works within a global report suite. Within a multi-suite environment, Adobe recommends that you add a brand and/or region identifier to each page name. This identifier will be most important in the global report suite because without it you cannot discern which pages belong to which web sites. To keep page names concise, consider using recognizable acronyms for each regional or brand-specific site:

```
“US:Home page”, “UK:Home page”, “FR:Home page”
“JJ Clothiers:Home page”, “JJ Travel:Home page”, “JJ Finance:Home page”
```

Examples

H Code:

If you want to call two report suites in the `s_code.js` file, you could use the following example:

```
s var_account="rsid1,rsid2"
```

AppMeasurement:

```
s.account="rsid1,rsid2"
```

Normalization

Normalization shows the percent of change between comparison reports, which is useful when date ranges have a different number of days, or different volumes of traffic. Normalization takes all metrics and forces them to equal proportions, raising or lowering individual line items according to their normalized total. Normalizing lets you match trends when one date is much higher or lower than the other.

For example, if one month has three more days than another, the three-day difference might cause a significant discrepancy in a monthly A/B comparison. When you normalize the data, Analytics forces the totals of each report match, and increases or decreases the values of one column to adjust for the different number of days. Normalization is available in reports with date comparisons, or the **Key Metrics** reports.

How Normalization is Calculated

Normalization is calculated by:

1. Comparing report totals and calculating the proportion of data.

Pages	September Page Views	October Page Views
Page A	350	400
Page B	200	375
Page C	25	75

Pages	September Page Views	October Page Views
Total	575	850

Data normalization takes the totals of the two metrics (575 and 850) and determines their ratio:

575 / 850 = .676

2. Multiplying each line item by the report total proportion (using the previous report, with normalizing enabled):

Pages	September Page Views	October Page Views
Page A	350	237
Page B	200	135
Page C	25	17
Total	575	575

Each line item in October was multiplied by .676 (as shown above). The table now reflects the same approximate amount of September's data, allowing you to compare the two date ranges more effectively.

Data normalization applies differently if the compare dates were in opposite order, such as 850 / 575 = 1.48. Meaning, September's data would inflate itself proportionately to match closer to October's data.

See *Normalizing Report Data* in Help.

Original Referring Domain

Customers can visit your site multiple times and have a different referrer for each visit. The original referring domain is the referring domain customers used the first time they arrived at your site.

Pathing

Pathing is defined as the path that users take through your site. For example, a visitor went to page A, then page B, then page C.

If you need to know the order in which values are collected, then you need to enable pathing for the variable collecting those values. Pathing is enabled by default at the page level. Pathing is not enabled for any custom traffic variables (props) by default, because it is only appropriate in certain cases. Contact Customer Care to enable pathing on a prop.

Note: In Ad Hoc Analysis, when you enable classifications on a prop, pathing metrics become available for all the classifications set up for the enabled prop.

Persistence

Persistence refers to the ability of conversion variables to retain their value from one page to the next. You can choose how long a conversion variable retains its value, whether for a specified duration of time, or until a specific success event takes place. Traffic variables are not persistent.

Ranked Report

Displays a table with ranked items, using numbers and percentages in metrics. For example, a Pages Report ranks the pages on your site based on traffic, and the detail table shows percentages and numbers for metrics like Page Views and Revenue. A horizontal bar chart is the default graph type. Graphs display a color for each metric. Ranked reports can display multiple metrics in a report.

Ranked graphs default to five items, but you can graph up to thirty items in the chart options.

Real Time

Real-time reports display web page traffic and rank page views in real time, so that you can more quickly understand what is trending on your site.

For real-time reporting, Analytics uses high-frequency metrics and site analytics to visually report traffic and page view trending of dynamic news and retail web sites. Real-time understands trends in your data from minute to minute, within seconds of collection. It collects and streams data to the interface, using real-time correlation and tracking of content and some conversion.

Report

Standard reports display data for website and visitor activity, traffic patterns, referral data, advertising campaigns, visitor retention, product data, and more. You can run reports and then access tools to configure segments, metrics, and report comparisons.

You can gather custom data to create reports specific to your website. For example, if you have a search feature on your website, you can track the search terms submitted and create a report that shows these terms and the results of the searches.

The standard report set covers topics common to every website. Reports include (but are not limited to):

- Website data
- Visitor data
- Traffic patterns
- Referral data
- Advertising campaigns
- Visitor retention
- Product information

Analytics categorizes reports based on the following types:

- **Summary Reports** include reports such as the Totals Report, which shows data designed for quick overviews. These are intended for executives who want a general overview of the data.

- **Conversion Reports** provide comprehensive, accurate, and detailed analysis of customer activity. Metrics such as campaign management, sales cycle, customer fallout, and customer conversion let you measure e-commerce transactions, sources of sales, advertising effectiveness, customer loyalty, and more.
- **Traffic reports** give you in-depth insight into how visitors interact with your website. They let you analyze critical aspects of visitor behavior, monitor and understand traffic patterns, determine popular site content, and segment visitors by any measurable criteria.

Report Suite

A report suite defines the complete, independent reporting on a chosen website, set of websites, or subset of web pages. Usually, a report suite is one website, but it can be a global segment where you have combined several sites' numbers to get totals. When you log in to the marketing reports, ad hoc analysis, and report builder, you select one report suite to use (except when you use roll-ups that combine report suites).

A report suite can be smaller than a website, if want to run reports for a portion of your site. Analytics solutions aggregate and report on these data stores. **Analytics** > **Admin** > **Report Suites** (Report Suite Manager) lets you define the rules that govern how data is processed in a report suite.

Global report suite: Your implementation is altered to send image requests across domains into a single global report suite in addition to individual report suites.

Rollup report suite: Created in the Admin Console. Takes the sum of each metric at the end of every day.

See *Rollup and Global Report Suites* for information about the differences between these report suite types.

Segment Container

The Segment Builder utilizes a container architecture that lets you determine what to include in a segment. The Visitor container is the outermost container and includes overarching data specific to the visitor across visits and page views. A nested Visit container lets you set rules to break down the visitor's data based on visits, and a nested Hit container lets you break down visitor information based on individual page views. Each container lets you report across a visitor's history, interactions broken down by visits, or break down individual hits.

Refer to the *Segmentation Guide* for more information.

Segmentation

Segments are custom subsets of data, or data filtered by rules that you create. Segments are based on hits, visits, and visitors. For example, you can run a **Pages Report** and then apply a **Visitors from Mobile Devices** segment.

Unified Analytics segmentation lets you build, manage, share, and apply powerful, focused audience segments to your reports using Analytics capabilities, the Adobe Marketing Cloud, Adobe Target, and other integrated Adobe products.

Analytics segmentation includes the *Segment Builder* to construct segments and run a pre-test, and the *Segment Manager* to collect, tag, approve, set security, and share segments across your organization.

Target

Target uses segment filters, which are groups of visitors who share a specific characteristic or set of characteristics. For example, visitors who arrive at your page from a certain search engine might be one segment. Other segments might be based on gender, age, location, registration status, purchase history, or just about any other detail you can

collect about your visitors. Use segment filters to divide visitor traffic, and compare experience performance for each traffic segment.

See *Segment Filters* in Help.

Data Workbench

You can create a segment of the elements of any countable dimension and then output data for that segment on a batch or ongoing real-time basis into a tab-delimited file. Each time that you export a segment, you output metric or dimension data for all of the dimension elements included in that segment. You can control how the output data is formatted so that other systems can easily load the data.

See *Configuring Interface and Analysis Features* in the *Data Workbench User Guide*

Audience Management

A segment (or audience) defines a set of users who share similar attributes. In audience management, segments help you classify people into related subgroups based on server-side rules you create in **Segment Builder**.

For example, segment rules can evaluate people based on customer type (casual browser vs. serious purchaser), geography, demographics, and many other characteristics. Segmentation is useful when you need to target products and services to specific groups with similar interests and behavior.

Server Call

A server call, also known as a "hit" or an "image request", is an instance in which data is sent to Adobe servers to process. The most common type of server call is a page view. A page view is where a visitor views a page on your website and a server call is generated to Adobe, where information is collected, processed, and then included in your report metrics. There are other types of server calls, including exit links and file downloads, where data is sent to Adobe to process, but is not recorded as a new page view. Even "excluded" page views (excluded from your reports by an IP address range you configure, for example) are server calls because they are received and processed by Adobe but never show up in your reports.

Subrelation

The ability to break down conversion reports by other conversion reports. *Subrelation* is synonymous with *conversion report breakdown*.

Functionally, subrelations are also similar to traffic report breakdowns, called *correlations*. Both breakdown types are accessed the same way: by clicking on the green magnifying glass to the left of the line item in the report table.

eVars can have three different settings relating to subrelations:

- **No Subrelations**: The variable cannot be broken down by any other variable.
- **Basic Subrelations**: The variable can be broken down by Tracking codes and several other conversion variables, but no other custom conversion variables.
- **Full Subrelations**: The variable can be broken down by all conversion variables, including custom conversion. Version 15 and ad hoc analysis have full subrelations enabled by default.

See the *Subrelations* Knowledge Base article for additional information.

Success Event

Success events are actions that can be tracked. You determine what a success event is. For example, if a visitor purchases an item, the purchase event could be considered the success event. Other examples include media subscriptions, self-service tool usage, searches, downloads, checkouts, etc.

Transaction Unique Customer URL

Any process set by the web site owner that begins with an order variable and ends with a success variable. This could mean a product purchase, newsletter sign-up or e-mail request for information after going through a preset process. A unique customer is registered when a person makes a purchase from your site for the first time within a specified period of time. In other words, while one person may buy from your site three times, this person would be recorded as one unique customer. You can tell exactly how many individual people are purchasing from your site.

There are five different time frames marketing reports use to define unique customers: daily, weekly, monthly, quarterly and yearly. A daily unique customer may purchase from your site twice on February 7th, and then again on February 8th. This customer registers as two daily unique customers, because only the first purchase on the 7th and the purchase on the 8th would count as unique purchases for their respective days. This same standard determines monthly and yearly unique customers for their respective time frames. It can be helpful to ask the following question to see how reports determine who is a unique customer: "How many different people purchased from my site during this time period?"

The sum of all daily unique customers is not equal to the total monthly unique customers for that month. This is because a customer who purchases twice in a given month counts as two daily unique customers: one for each day they purchased, but only as a single monthly unique customer. The same relationship is true for monthly unique customers and yearly unique customers.

The method used to give an address to documents and other resources on the web. The first part of a URL indicates what protocol to use. The second part specifies the IP address or the domain name where the resource is located. For example, the first section of `http://www.adobe.com` specifies that the web page should be fetched using the HTTP protocol. The second section directs the main page in the Adobe domain to be retrieved.

Trended Report

A report view that lets you view trends over a given time period, so that you can identify data patterns.

For example, looking at a trended Products report shows you how many page views each featured product has garnered over the specified time period. (You can change the granularity and the reporting period at any time.)

Unique Visitors

Unique visitors represent the number of de-duplicated (counted only once) visitors to your website over the course of a specified time period. A unique visitor is determined with cookies. Unique visitors are calculated based on the selected reporting period. Any visitor during that reporting period will be counted only once.

See *Unique Visitors* in *Metrics*.

See the *Unique Visitors in v14* white paper.

Visit Depth

The depth to which customers to your site browse. For example, if a customer views three pages on your site before making a purchase, that visit depth would be three.

VISTA Rules

Visitor Identification, Segmentation and Transformation Architecture (VISTA) is a server-side approach to populating report variables. VISTA uses visitor segmentation rules to create real-time segmentation of all online data. These rules enable you to alter or segment data in nearly any way that you choose, without the need for implementing complex logic on your site. An unlimited number of visitor segmentation rules can be defined with VISTA.

For example, suppose you want to segment traffic where `eVar1 = "News"` to Report Suite A, and send all other traffic to Report Suite B. VISTA can perform this logic automatically for all server calls received.

VISTA processing occurs after data is collected but before it displays in marketing reports, data warehouse, ASI, or ad hoc analysis. Server-side data manipulation is done as the data comes in through the image request.

Note: *VISTA rules are not retroactive in marketing reports and cannot reprocess historical data to apply logic to existing reports. However, you can apply VISTA rules to ASI slots so that this logic is applied to key segments. ASI also allows you to apply segments to historical data, so in effect it is possible to use ASI to apply VISTA rules to historical data.*

VISTA rules can act on data in the HTTP header as well as any data element sent in the code. Your implementation consultant works with you to define VISTA rules and to create a specification from which the rule is programmed and tested.

VISTA Uses

VISTA can be used to perform the following.

- Segment data into separate report suites by domain names, URL patterns, or directories.
- Segment data based on user-related data, such as the value of a cookie (if the cookie value is passed in a variable), IP address, operating system, browser type or version, or the value of any variable populated via implementation.
- Separate or copy data into multiple report suites.
- Use JavaScript variable values as a lookup value in a database (referred to as a *database VISTA rule*) to dynamically apply changes to data based on values passed into Analytics.

Implementing server-side VISTA rules within the reporting architecture is perfect for websites that cannot implement complex logic within their own web architectures. VISTA rules are programmed and stored in one central location, so updates can be made quickly and easily. This is perfect for large, distributed sites and companies with various subsidiary divisions where rolling out site changes and new processing rules is often laborious and time-consuming.

Common VISTA Rules

- **Grabber**: VISTA grabs a value from the URL, the HTTP header or a variable, and sets it into another variable or manipulates it and sets it into a variable.
- **Exploder**: VISTA takes an incoming value from a variable, and breaks it out into several different variables. This rule is helpful when you have a long string of concatenated values that you want to push into different reports.
- **Concatenator**: VISTA takes any number of values from variables, the URL, or the HTTP header and concatenates them into one variable. This rule is helpful when the separate variables are dynamic and could come into reports in many different combinations.

- **Traffic Cop**: Acting as a filter, VISTA looks for specific values in the HTTP header, variables, or URL and segments that data. You can use Traffic Cop to allow only certain values into a report, to watch for IP ranges, or watch for specific page names and then populate appropriate events.
- **Database Lookup**: Securely push values into props, eVars, and metrics into events through a lookup of proprietary data on your servers, such as Cost of Goods Sold.

Deploying and updating VISTA rules is done by Adobe's Engineering Services, which works with you to understand your business needs and to craft a rule that addresses these needs. Adobe charges an additional fee to implement VISTA rules. To discuss the many possibilities that VISTA offers, contact your Adobe Account Manager.

Documentation Updates

Information about updates to Analytics Reference help.

Date	Location	Description
08/27/2015	*Time Spent*	Added information about the numerator and denominator for time-spent calculation.
03/20/2015	Updated *Groups*.	Added information about the Mobile App Admin group and Group Management in Marketing Cloud.
02/19/2015	*Classification Rule Sets*	Added feature information about how classification rules can now overwrite existing classification values.
09/04/2014	*Column Heading Format*	Added a recommendation of 30 column limit for imports and exports of classification files.
07/29/2014	Added links to the article *None, Unspecified, Unknown, and Other in reporting*.	Various reports in the Adobe Marketing Cloud can show None, Unspecified, Other, or Unknown, depending on the specific report viewed. Generally, this breakdown means that the variable was not defined or otherwise unavailable. To increase access to the article, links were added to *Classifications Troubleshooting* and *Data Collection* sections.
04/30/2014	*Reporting Best Practices and Troubleshooting*	Learn about common reasons why reports fail and what you can do to avoid timeouts and failures.
03/14/2014	*Classification Rule Sets*	Added information about the **Select Available Report Suites** feature. This button displays the **Available Report Suites** page, where you can select one or more available report suites to use for all your rule sets. (This page also displays when you first run the **Classification Rule Builder**.) This feature is intended to help reduce report suite load time, in the event that you have hundreds of available report suites.

Date	Location	Description
02/26/2014	*General File Structure* *Escape classification data*	Added special character info here (near the top of the bullet list). Added steps describing how to escape data in classifications.
02/20/2014	*Processing Rules*	Processing rules have been enhanced with the following new features: • Max rules increased from 50 to 100 for each report suite. UI enhancements were also made to improve performance when displaying large numbers of rules. • "Else" condition support for rules lets you take action when a condition is not met. • When copying rules between report suites, you can now append rules to the target report suite rather than overwriting all rules. • When setting an event value with context data, empty context data variables no longer increment events.
02/07/2014	*Classification Rule Builder*	• Updated screen shots, various edits. • Removed information about 24 hour rule processing. Processing occurs at four-hour intervals. • Clarified prerequisite of classifying variables in Admin Tools before they can be available on the **New Rule Set** page.

System Requirements

This topic provides details on the system requirements for each Adobe Analytics user interface.

• *Report Builder*
• *Ad Hoc Analysis*
• *Data Workbench*

Contact and Legal Information

Information to help you contact Adobe and to understand the legal issues concerning your use of this product and documentation.

Help & Technical Support

The Adobe Marketing Cloud Customer Care team is here to assist you and provides a number of mechanisms by which they can be engaged:

- *Check the Marketing Cloud help pages for advice, tips, and FAQs*
- *Ask us a quick question on Twitter @AdobeMktgCare*
- *Log an incident in our customer portal*
- *Contact the Customer Care team directly*
- *Check availability and status of Marketing Cloud Solutions*

Service, Capability & Billing

Dependent on your solution configuration, some options described in this documentation might not be available to you. As each account is unique, please refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Feedback

We welcome any suggestions or feedback regarding this solution. Enhancement ideas and suggestions for Adobe Analytics *can be added to our Customer Idea Exchange*.

Legal

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